

LIFE



THOMAS E. DEWEY

MARCH 22, 1948 **15** CENTS
YEARLY SUBSCRIPTION \$5.50



Car of your dreams come true!

It isn't necessary to tell most men and women what make of car this fabulously fine sedan is.

Every low-swung, graceful line of it unmistakably says "new Studebaker." It just couldn't be any other automobile.

This photograph shows you the 1948 version of Studebaker's special extra-long-wheelbase Land Cruiser. It's a headliner in a star-studded

presentation of thrilling new Studebaker Champion and Commander sedans and coupes—flanked by breath-taking new 1948 convertibles!

Here's more than a "new look" in cars. Here's basic new design that provides luxuries of ride and vision you never thought possible.

Be sure to see these newest Studebaker dream cars, first chance you have. Millions of miles of success vouch for their quality and value.

New 1948 Studebaker *First in style*

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"DON'T INVITE HIM!

WE'RE BETTER OFF THREE-HANDED!"



"WHAT do you mean 'We're better off?'" demanded Bill. "Dick's a charming guy and plays like an expert."

"I guess you haven't had him for a partner recently," countered Millie.

"I guess I haven't. Shoot!"

"Well, I have! Over at the Club a week ago I sat in for a hand or two and, honestly, Bill, he was pretty grim. And both Myrtle and Charlie Hall noticed the same thing when they had him over for dinner and bridge Monday night. His breath, his breath . . ."

"Oh, oh!" said Bill, "Now I catch on. Too bad somebody can't slip him a hint . . . and a bottle of Listerine Antiseptic."

"It really is," said Millie, "because he is such a peach and I hate to see him riding himself right out of the picture."

How about You?

The insidious thing about halitosis (bad breath) is that you, yourself, may not realize that you're guilty.

So, it is very easy to offend the very people whose friendship you value most.

Isn't it foolish to take such chances when Listerine Antiseptic is such an easy, wholly delightful precaution? You simply rinse the mouth with it and, presto! . . . your breath becomes fresher, sweeter, less likely to offend.

If you want to be at your best with others never, never, omit Listerine Antiseptic. Make it a "must" night and morning, and especially before any date. It pays off handsomely in popularity.

While some cases of halitosis are of systemic origin, most cases, say some authorities, are due to the bacterial fermentation of tiny food particles clinging to mouth surfaces. Listerine Antiseptic quickly halts such fermentation, then overcomes the odors fermentation causes.

LAMBERT PHARMACAL COMPANY, St. Louis, Mo.

BEFORE ANY DATE **LISTERINE ANTISEPTIC** FOR ORAL HYGIENE

white magic



New! On all Van Heusen Shirts
Comfort Contour Collar
Low-setting, Smarter, Neater!

Start with a smooth line of fine white broadcloth and rich oxfords that wear and wear. Laboratory tested from yarn to finished shirt. Sanforized—a new shirt free if your Van Heusen shrinks out of size.

Add the wizardry of Van Heusen quality seamanship in every detail; the smart collar styling; the action-tailored shoulders, armholes, elbows; the tug-proof pearl buttons; the figure-tapered fit.

Say the magic words, "Van Heusen," and up comes a shirt that works wonders with every suit in your wardrobe. Make like a bunny to your nearest dealer!

\$3.50, \$3.95, \$4.95.

Phillips-Jones Corp., New York 1, N. Y., Makers of
 Van Heusen Shirts • Ties • Pajamas • Collars • Sport Shirts

Van Heusen
shirts



Photo courtesy of Karpen-California



For sooty cities

Now you can enjoy upholstery, curtains, raincoats, slipcovers, dozens of things in white or light, cheerful colors. You're no longer limited by sooty air to colors "that won't show the dirt"—because you can buy Koroseal flexible material, that can be washed clean and new again almost as easily as glass.

In addition to being washable, Koroseal has other important values. It is permanently waterproof. It isn't damaged by sun, air, nor by most acids. Oil and grease can easily be washed

off with any ordinary household cleaner. Dirt doesn't "grind in"—it stays on the surface where it's easily washed off. And Koroseal stands hard use, scuffing, scratching. You could even walk on it with dirty shoes and then easily wash it clean and bright again.

Koroseal flexible material was developed by B. F. Goodrich from limestone, coke and salt. It can be made with the exact qualities needed for each use—smooth, non-toxic, easily washable for baby pants and packaging; tougher, scuff-resistant for hand-

bags, upholstery, flooring; free from sticking or cracking, so raincoats and umbrellas can be folded away when wet, if you like; drapable for shower and window curtains; sun, and wear resistant for garden hose; soap resistant for dish drainers; safe from most acids, for industrial safety clothing and tank linings.

Only B. F. Goodrich makes Koroseal flexible material; it is sold only to reputable manufacturers to use in the manufacture of their products each of which for your assurance and protec-

tion carries the Koroseal label in the familiar script shown below. The B. F. Goodrich Company, Akron, Ohio.

Trade Mark—Reg. U. S. Pat. Off.

Koroseal
FLEXIBLE MATERIALS
BY

B.F. Goodrich

This One



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Tulip Trimmings

Easy-to-fix trimmings to set off the rosy richness of your Swift's Premium Ham: The day before, make individual salads of lime gelatin; substitute lemon juice for part of the water; add finely shredded cabbage, carrot, and unpeeled chopped apple. To make the most of Swift's Premium's matchless flavor, just follow the easy cooking directions on the tag that comes with every ham. Glaze with apricot jam. At serving time, top each salad with a tulip cut from orange peel. Garnish the ham with larger tulips; cut stems and leaves from cucumber peel . . . then serve it proudly, confidently. For its beauty is more than skin deep! The unvarying quality of Swift's Premium Ham—famous for more than fifty Easters—has made it truly America's traditional favorite . . . by far the best-liked ham of all.

Easter feast at your house . . .
with America's traditional favorite
Swift's Premium Ham



HAM QUICKIES, a grand way to use left-overs: Brown $\frac{1}{4}$ c. diced onions in hot fat; add 2 c. soft bread-crumbs, $\frac{1}{2}$ c. milk, 1 c. ground cooked ham; season to taste. Chill thoroughly. Shape into 4 patties; brown in hot fat on both sides.



MAIN DISH SOUP: Cover ham bone with water. Simmer slowly 2 hrs. Remove bone. Return trimmed-off bits of ham to broth. Add 1 lb. split peas; 2 carrots, diced; $\frac{1}{2}$ onion, minced. Cover; simmer 1 hr. Season to taste. Both recipes from Martha Logan.



2 styles! For easy cooking at home, look for the Blue Label. The Red Label brings you ham that's fully cooked—ready to eat. Both kinds are Brown Sugar Cured and smoked Swift's special way over genuine hardwood fires.

HAPPY EASTER, MARY. HOPE TO BE

PART OF THE FAMILY NEXT YEAR=

BILL.



**Easter Sunday, March 28th—a day of happiness,
a day to make your family and friends
happier with a telegram.**

OVER the miles into someone's heart—by Western Union. On holidays, birthdays, anniversaries and other happy occasions, let a telegram carry your best wishes to those you want to remember—at home or abroad.

Suggested Easter messages are available at Western Union offices. You are free to use any of the suggestions, or compose your own greetings.

Your message will be delivered on attractive and colorful Easter stationery.

At home or traveling, telegrams are so easy to send. Just drop into the near-by Western Union office or telephone Western Union from home or from any phone booth. Telegrams from home can be charged to your phone . . . and from phone booths can be paid for through the regular coin slots. Remember, always use Western Union for every "keep-in-touch" purpose.

OVERSEAS EASTER MESSAGES

Remember your friends and relatives abroad. There's nothing like a personal and cheerful message to warm the hearts of those so far away. Low overnight rates to all parts of the world. Telephone or drop into your near-by Western Union office.

**"WIRE THE GOOD NEWS—
nothing gives the thrill of a telegram."**



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TELEGRAM**

NB224 PD=

MISS MARY ALLISON=

405 EAST 54 ST NEW YORK NY=

RKO's **PIC-TOUR** OF THE WEEK



"FORT APACHE"

LOVERS bid farewell on eve of Indian battle. **SHIRLEY TEMPLE**, **JOHN AGAR** in scene from *Fort Apache*, directed by **JOHN FORD**. Other stars topping huge cast are **JOHN WAYNE**, **HENRY FONDA** and **PEDRO ARMENDARIZ**. A **FORD-COOPER** Argosy Production.



"RACE STREET"

RIVAL BOOKIES play rough in this scene from RKO's *Race Street* when handicapper **GEORGE RAFT** (*foot of stairs*) refuses to cut them in on his territory. Story is based on a magazine serial by **Maurice Davis**. **WILLIAM BENDIX** and **MARILYN MAXWELL** round out star cast.



"BERLIN EXPRESS"

BATTLE IN BEER VAT between **ROBERT RYAN** (*light coat*) and **Michael Harvey** is a fight to go down in film history. Scene from RKO's *Berlin Express*, first U. S. movie made in post-war Germany. Star roster includes **MERLE OBERON**, **CHARLES KORVIN** and **PAUL LUKAS**.



"RACHEL AND THE STRANGER"

HANDY WITH A GUN (*pretty, too!*) is **LORETTA YOUNG**, frontier wife in RKO's comedy drama, *Rachel And The Stranger*. Here she is seen sighting down a rifle barrel. **WILLIAM HOLDEN** is the husband to whom she is strangely married; **ROBERT MITCHUM**, the "other man."

**THESE BIG RKO PICTURES WILL
SOON BE SHOWN AT YOUR THEATRE**



Sunbeam

DOUBLE AUTOMATIC

IRONMASTER

REG. U. S. PAT. OFF.

*You've got it
UNDER YOUR THUMB!*

*Easy to see...
Easy to set!*

RAYON
SILK
WOOL
COTTON
LINEN



HEATS QUICKER, STAYS HOTTER, IRONS FASTER

Until you've used Sunbeam Ironmaster, you've no idea how much faster and easier ironing can be. No waiting for it to heat up—it's ready to go in a split minute, and always delivers the *correct*, steady heat for whatever fabric you're ironing. That's why you finish quicker, feeling fresher with a Sunbeam on the job.

SUNBEAM HAS the *Thumb-tip Heat Control Dial* up in the handle, where it is always cool and convenient. Easy-to-see. Easy-to-set. A finger-touch sets it for the correct, safe heat you want.

SUNBEAM HAS the *Quick, Steady Heat* made possible by Double-Automatic Heat Control, an exclusive Sunbeam invention. Heats faster—but never overheats. Reaches safe Low Heat for rayons in 30 seconds, quick High Heat for heavy, damp linens in 2½ minutes.

IN ADDITION, IT HAS the air-cooled, wrist-resting handle... larger ironing surface... permanently attached cord set... new streamlined beauty. The supply is increasing—see your dealer.

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HOT
in 30 seconds



SAFE, steady
Low heat that
will not scorch
your finest lin-
gerie.



QUICK, steady
High heat for
heavy, damp
linens.



LOWER MANHATTAN from the harbor—a sight that amazes the visitor from abroad and is ever a thrill to New Yorkers. This group of huge skyscrapers is the 20th Century wonder of the world and a symbol of this country's progress. It houses America's most important business interests.

New York

...the city that belongs to everybody

... the fabulous city of finance, fashion and fun, teeming with activity and life, gleaming with greatness, from underground to high in the sky. To the visitor, New York is a maze of excitement, noise and crowds—but to New Yorkers it is home, and enjoyment of all the good things New York has to offer. One of the most popular, as everywhere, is...

Beech-Nut Gum

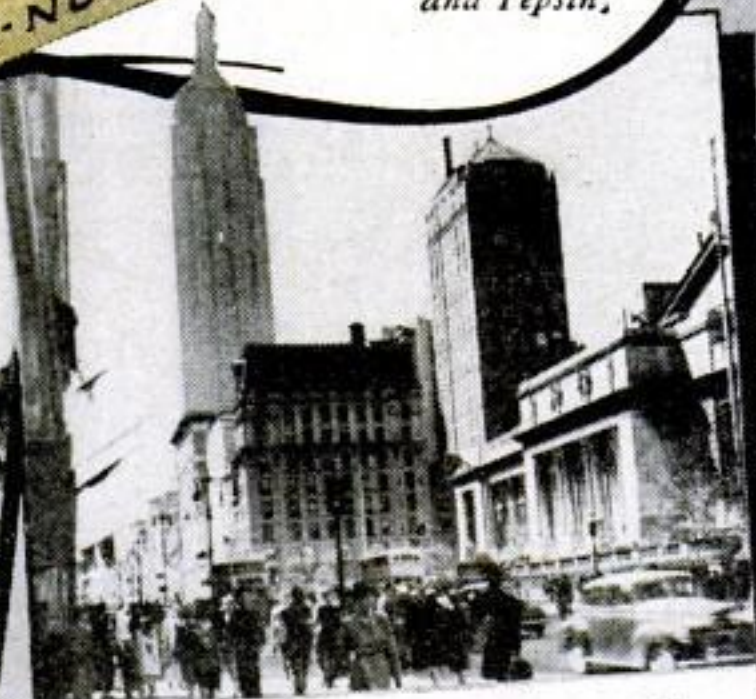
*It has the flavor
you like*



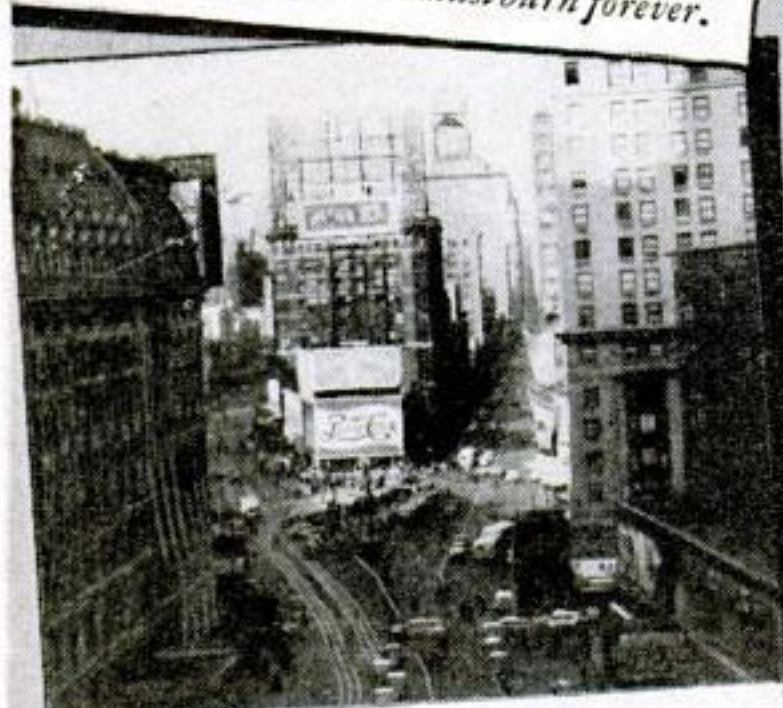
Beech-Nut
BEECHIES
—good too—
Peppermint,
Spearmint
and Pepsin.



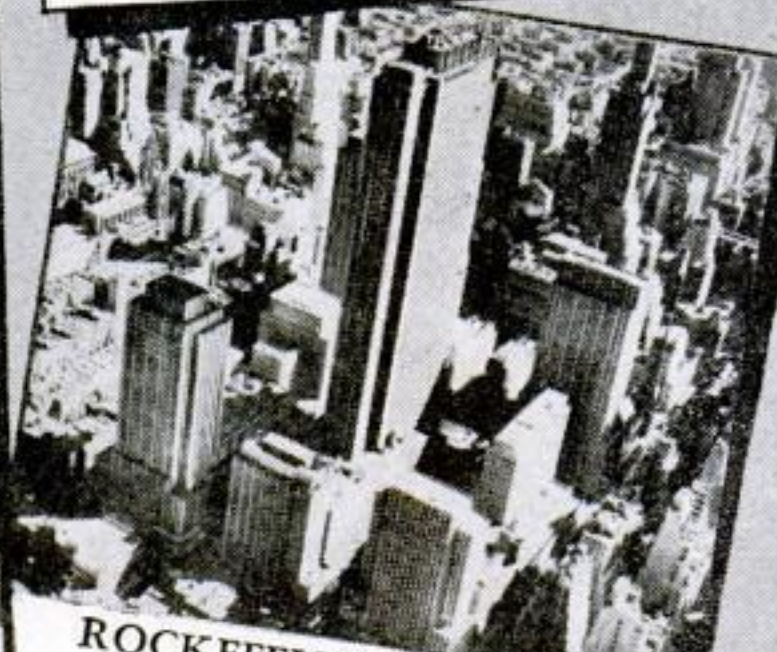
STATUE OF LIBERTY—symbol of hope to all freedom-loving people of the world—it is a light that must burn forever.



FIFTH AVENUE, looking South from the library towards the Empire State Building tallest structure in the country.

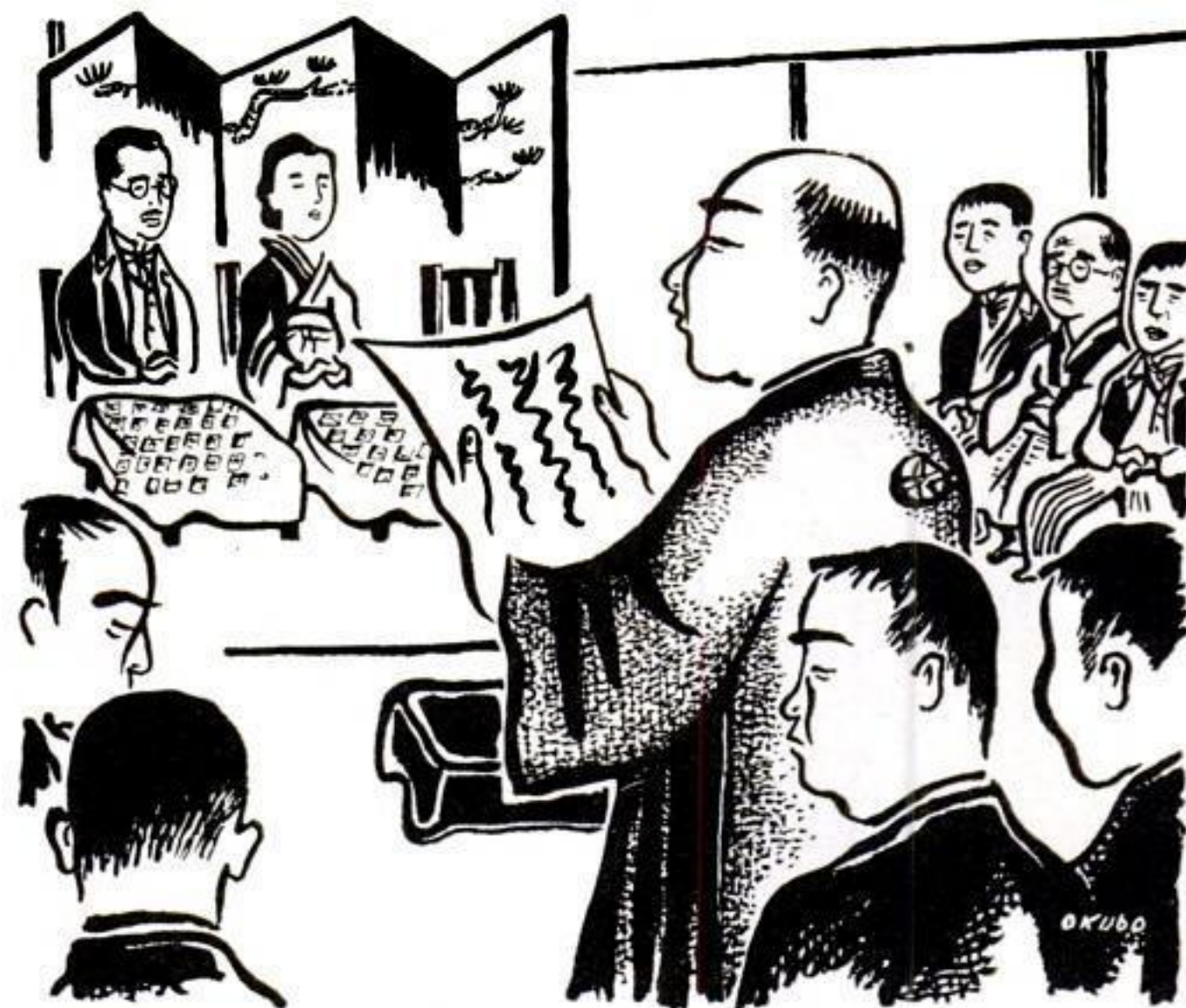


TIMES SQUARE—the amusement center of New York has everything from a flea circus to the Metropolitan Opera.



ROCKEFELLER CENTER—a city within a city, mecca of all visitors, largest movie theatre, radio headquarters, "magic" is the word for it.

LIFE'S REPORTS



HIROHITO and empress listen as bevy of singers chants *waka's* measured verses. Empress dowager remained aloof from this year's democratic contest.

TOKYO POETRY CONTEST

An Imperial luncheon is reward for winning verses

One of the most exclusive social gatherings on the Japanese court calendar is the annual Outa Kai Hajime, the Imperial Poetry Party. This has been true since the days of the highly cultural Muromachi period in the 14th Century, when such esthetic pleasures as flower arrangement and incense-smelling flourished. But like so many of the finer things of Nipponese life, it has degenerated shockingly with the coming of the Americans.

In the first place the fabulously painted and sacred Phoenix Hall of the Imperial Palace, the traditional reception room for the party, was burned by American bombs in 1945, and since then the party has been held in the rather plain Third Room of the Imperial Household Office building. Worse than that, this year the 15 winning commoners—out of the 10,900 who submitted their verse—were actually invited to come to the palace (at their own expense) for the reading. Although they were not allowed inside the room for the party they were there in spirit—right outside in the corridor. Whether or not their presence had anything to do with the absence of the empress dowager and the imperial princes and the imperial princesses is not known. But for the first time in many years several royal chairs at the party were empty.

The Imperial Poetry Contest is governed by strict tradition. The long, severely undecorated Third Room is arranged according to the Gilbert and Sullivan tradition of Japan. A six-panel, gold lacquer screen stands at the head of the room; before it are three chairs and three small tables covered with brocaded cloths for the emperor, empress and empress dowager. In the center of the room is a large desk covered with a white cloth, on it a black lacquer box containing the winning poems: 15 from commoners who entered the competition, five from the five judges of the contest, two from well-known Japanese poets, five from the princes and princesses of the imperial family, one from the empress dowager, one from the empress and finally, on the bottom, one from the emperor himself. All have been copied on large sheets of *minogami* (heavy rice paper) by a court chamberlain whose special job that is. Around the sides of the room are grouped the honored guests in special places prescribed by the ritual: the vice president of the Imperial Household Office, the grand master of ceremonies, members of the Preparations Committee of the Imperial Poetry Contest,

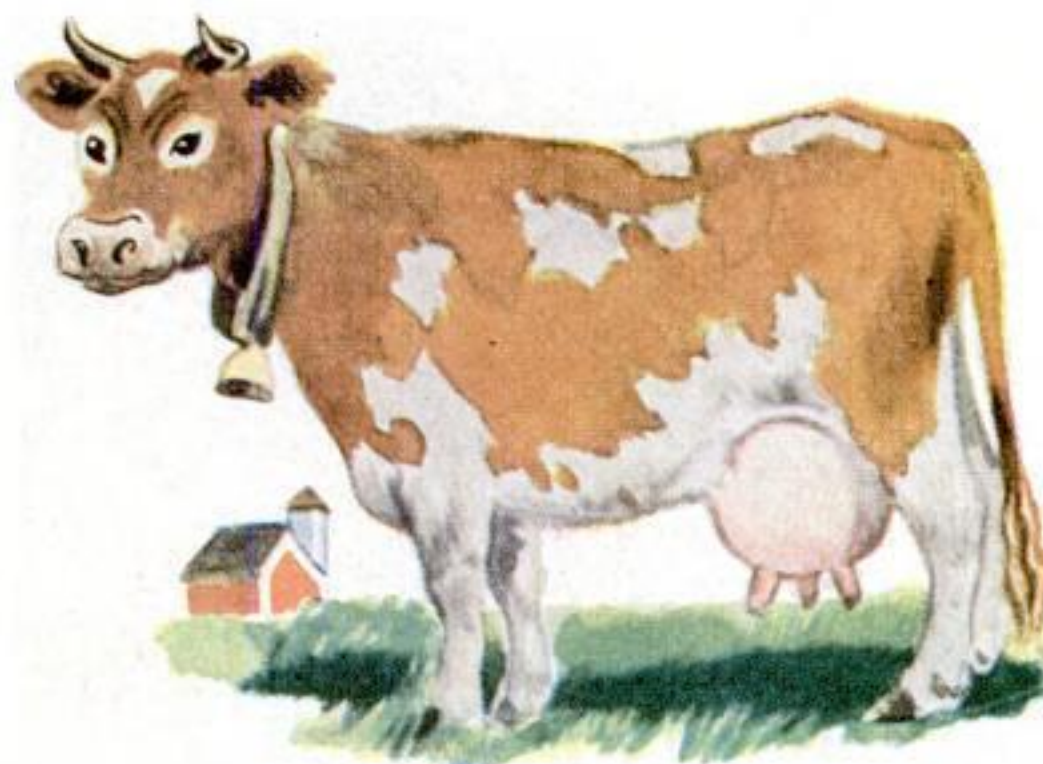
CONTINUED ON PAGE 11



Wool, and lots of it, goes into Ford upholstery. No wonder it wears so well and looks so beautiful.



V-8 or Six, there's horsepower to spare in the Ford.



No matter how much moola you lay on the line, Ford is the only car to offer you a choice of a V-8 or a Six!

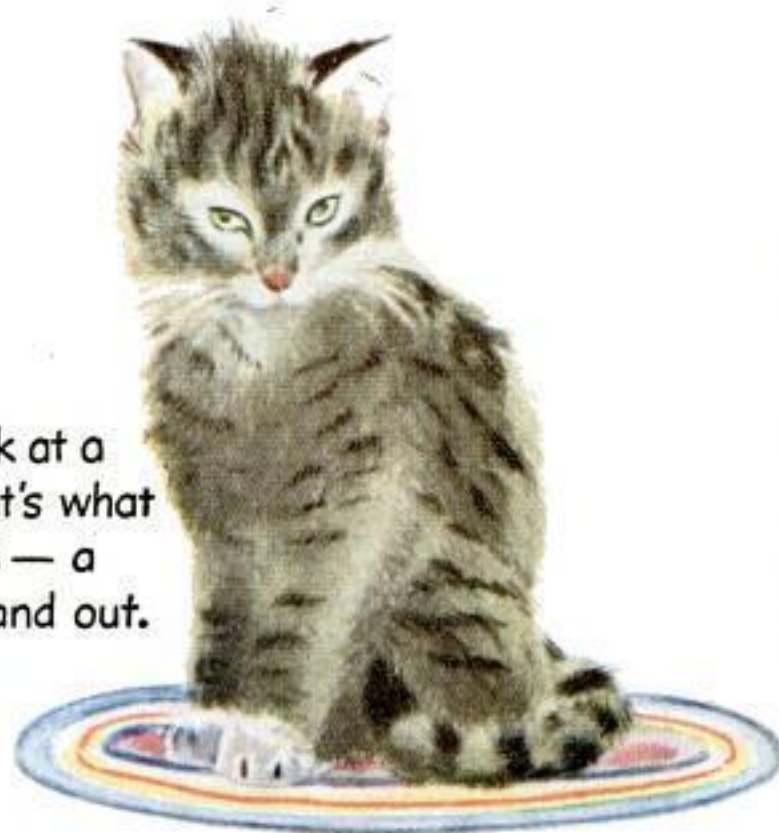
Ford's out Front down on the Farm



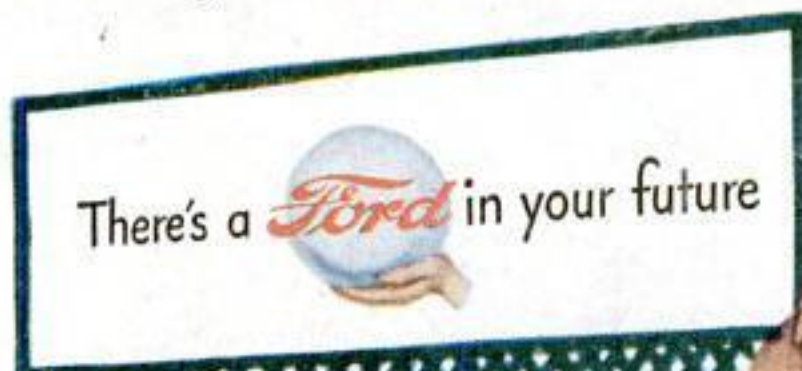
You can run a Ford almost for chicken feed, thanks to 4-ring aluminum pistons and balanced carburetion. Ford economy is something to crow about!



There's nothing stubborn about the way Ford starts. Just touch a button and you take off!



A cat can look at a queen and that's what the Ford car is — a "queen" inside and out.



"No use Mac. You can't beat a Ford!"

Listen to the Ford Theater over NBC stations Sunday afternoon 5:00 to 6:00 P.M. E.S.T.



*Whenever you want
luscious fruits, gloriously ripe*

LOOK FOR THE BRAND THAT PUTS FLAVOR FIRST

Del Monte

LOOK HOW MANY! All under one dependable label, too — the brand preferred by more women than any other line of canned fruits and vegetables **Peaches • Pineapple • Fruit Cocktail • Pears**
Fruits for Salad • Apricots • Plums • Grapefruit • Prunes • Cherries • Figs • and others



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the
new

Stratford

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a thrilling value achievement at



READ THESE FEATURES . . . They'll
Help You Choose The Winning Name!

● **NEW** functional, featherlite cap
gives tireless writing balance.

● **NEW** clip extends beyond cap;
slips more smoothly into pocket.

● **NEW** hooded point protects pen
nib, keeps fingers clear of ink.



The Stratford Prize Pen will give you a
new concept of writing pleasure. Its
streamlined beauty provides 30% more
unbroken holding space. Thrillingly new
in design—and in the perfection of its
performance. Truly a prize to own!

**FIRST PRIZE: \$2500.00 CASH
and 12 runner-up prizes of
FAMOUS PORTABLE RADIOS**

EASY CONTEST RULES: 1. Suggest name for this pen
and statement of 15 words or less as reason for your
choice. Prizes will be awarded for best name and state-
ment submitted. 2. Name and statement must be written
on the official red wrapper which comes with the prize
pen. 3. Judges' decision final. Duplicate prizes in case of
ties. 4. Any resident of the Continental United States may
compete, except employees of the Stratford Pen Corp.,
their advertising agencies and their families. Contest sub-
ject to all federal, state and local regulations. 5. Entries
must be postmarked before midnight June 26, 1948. 6. No
entries will be returned. All entries and ideas based on
them become the property of the Stratford Pen Corp.
7. Winners will be notified by mail as soon as possible
after close of contest.

Stratford Reg. U.S. Pat. Off.
Design Pat. Pending—Model 10065

**STRATFORD Pen Corporation
Salz Building, New York 1, N. Y.**

LIFE'S REPORTS CONTINUED

officials from the Imperial
Ceremonial Department, five
judges, five government officers
and five noted poets. They
are dressed in morning coats
or black kimonos. This year
for the first time in history a
foreign guest was present: the
Quaker lady, Mrs. Elizabeth
Gray Vining, tutor to the crown
prince.

At the foot of the room
stand the active participants:
the reader, the assistant read-
er, the leader of the singers,
four singers. Two substitute
singers stand by ready to step
in should one of the singers
get a frog in his throat.

The emperor enters, dressed
in morning suit, with the em-
press, in a pale, flowing palace
kimono, flanked by the grand
chamberlain, the grand court
lady and two lesser court at-
tendants. They seat themselves
before the golden screen. Guests
and participants bow low,
and the party is on.

The readers and singers ad-
vance to positions around the
center table. The assistant read-
er (the reader himself merely
officials in a silent capacity)
selects the top poem from the
sheaf in the lacquer box—the
least good of the 15 written by
commoners—and reads it aloud
without intonation. It is then
repeated by the leader of the
singers—with intonations—and
picked up by each of the
four singers in turn, who join
in as he finishes each line, thus
producing the effect of *Row,
Row, Row Your Boat* in a musi-
cal round or canon. As, for
instance, in the empress' offer-
ing for this year:

I pause in my task of picking
bog-rhubarb sprouts
And gaze at yonder moun-
tains
Trailing spring mists.

After the assistant reader
has intoned this, the leader of
the singers starts up the chant,
"I pause in my task of picking
bog-rhubarb sprouts." As he
proceeds to "gaze at yonder
mountains," the second singer
is already pausing in his "task
of picking bog-rhubarb
sprouts." And by the time the
leader of the singers is all the
way down to "Trailing spring
mists," the second singer is on
"yonder mountains" and the
third singer is still busy with
the rhubarb. This mode of
chanting imperial verse was
once described by an enrapt-
ured Japanese as "sweetness
long drawn out, yet solemn and
dignified withal."

The chant is repeated three
times in the case of the
empress' poem, although the

MAKE *Every day*
Mother's Day 7

SONGS FOR
MOTHER



\$3.85

plus 15c postage

WHETHER she's 25 or 75—whether you call her mother, mom, or
mater—she'll love this album of music by Phil Spitalny's All-Girl
Orchestra and Choir*. It's music "To My Mother"—it's for her alone.
Here are the favorites of mothers all over the world. Here's the lullaby
she sang as she rocked you to sleep. Here's the song that expresses the
love of her children: "Mother Dearest, Mother Fairest." Here's the
song, "You, Mother Dear," written by Mr. Spitalny for this new album.

There are seven songs on three double-faced ten-inch records—in a
gift album, WITH SPACE TO INSCRIBE YOUR NAME AS GIVER.

SEVEN SONGS FOR MOTHER

Mother Dear, Pray for Me • My Mother's Rosary

Silver Threads Among the Gold • You, Mother Dear • Rock-a-Bye Baby

Mother Dearest, Mother Fairest • The Old Refrain

Buy these albums at your nearest department store or record shop. If
you can't find them, send coupon today. Only \$3.85. Sorry, no C.O.D.

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THE ELECTRIC COMPANIES OF AMERICA, 5:30 P. M., EST, OVER CBS.

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CONTINUED ON NEXT PAGE

FEEL Athletic...

LOOK Athletic...



But **don't** have

"Athletic Aroma"



No soap stops it long! Be SURE
—with this LOTION deodorant

Spring is here, believe it or not, and the saps begin to run. Every body perspires, but any body can avoid aroma with a discovery by the Barbasol skin scientists—a new, different deodorant created expressly

for men, in LOTION form! Clean, easy to use—no muss, no goo! Vanishes instantly yet banishes odor at least 24 hours. Costs little; only a few drops a day. Absolutely harmless to skin and clothes. Start using it today!

Confidentially —
Barbasol
LOTION DEODORANT

Checks Perspiration • Stops Odor



FOR BEST RESULTS:
shave with Barbasol



Use it also for soothing relief of windburn, chapping, chafing, itching.

LIFE'S REPORTS CONTINUED

commoners', judges' and poets' are sung only once. The emperor's gets a full five singings. After the ceremony Mrs. Vining declared, "It is most musical and colorful," and it is assumed the Japanese present felt the same way, although their remarks were not translated.

These Japanese poems, written in 31 syllables, divided into five sections of 5-7-5-7-7 syllables each, are known as *waka*. This artificial verse form is believed to be an invention of the gods, who thought it up as a mode of communication with man, and has not been changed in the history of Japanese literature, ever since gods first spoke to men. As a matter of fact poetry, specifically the *waka*, was a fine art in Japan long before it reached any degree of development in the Western world. And at its best it is still a very refined art indeed, a little jet of thought put into measured syllables and written in picture words. A good hand with the *waka* can cram so many double meanings, plays on words, metaphors, similes, esthetic allusions to Japanese art, history and previous *waka* into 31 syllables as to get a Japanese reader's mind to thinking for as long as he has time to sit around and cogitate.

Ten years ago, when his armies were deep in China, the emperor gave them food for thought with a rather untimely *waka*:

Peaceful is the morning
In the Shrine garden;
World conditions, it is
hoped,
Also will be peaceful.

When some of the troops put their own interpretation on this one and began deserting, it was officially withdrawn.

When they are translated literally into English, the *waka* lose much of their provocative power as well as their artistic form. Many enthusiastic American and Japanese translators have tried to put famous *waka* into the Western poetic form of rhymed meter—with pale, jingling results like the verses on birthday cards. But a good *waka* directly translated still puts across a thought. The provocative, not to say impudent, thought put across by Emperor Hirohito this year was quite clear. Following the theme of the contest, "Spring Mountain," which he announced last fall, Hirohito wrote:

Although mild misty spring-time has come
Snow remains on the mountain
And it is chilly.

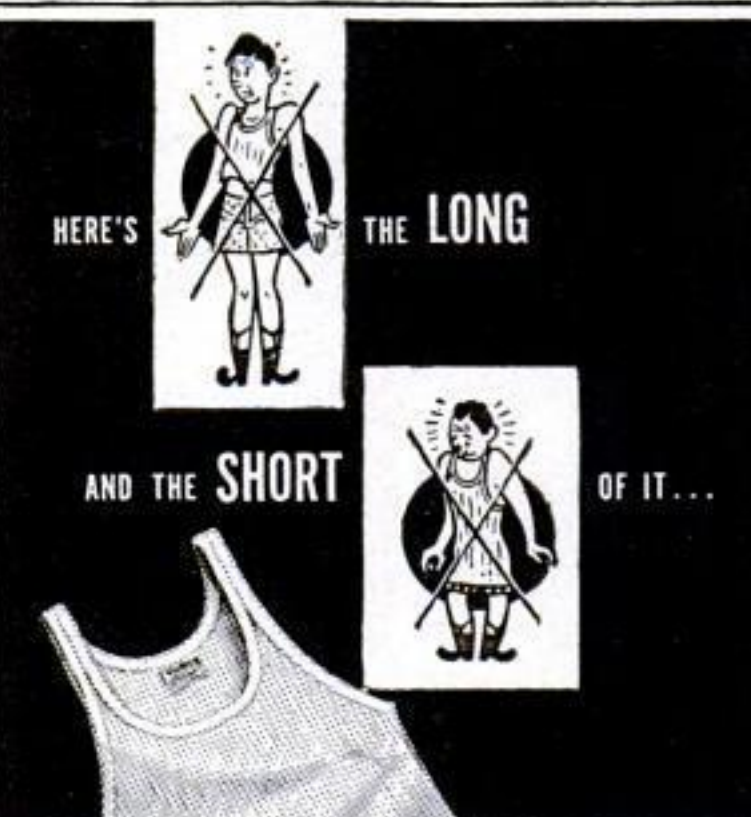
HEAD COLD?



that's a job for
"Comfy" and "Minty" the
MENTHOLATUM TWINS

• When head-cold misery makes you gasp for air—nose feels raw, tender, reach for Mentholum and BREATHE! Comforting Camphor and minty Menthol, Mentholum's two famous, fast-acting ingredients help thin out thick mucus, soothe cold-inflamed membranes. Soon soreness eases, head starts to clear. Don't take head-cold misery lying down—use Mentholum.

Quick MENTHOLATUM



If an undershirt is long enough for a tall man, it's too long for a short or average man. Simple logic, isn't it? That's why VALLEY Length-Wise Underwear is made in 3 lengths, in each size 34 to 44. Knit of fine combed yarns, soft and absorbent. Deep-cut neck and armholes; reinforced seams. In Swiss or Panel Rib, priced no more than ordinary shirts!



*Patent Pending

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CONTINUED ON PAGE 14

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(FOR EXAMPLE, BRUSHES FOR HOME USE)

THEY LAST FAR
LONGER THAN ANY
I'VE EVER USED!

JUST THE RIGHT
FLEXIBILITY!

WONDERFUL
FOR BABY'S
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-AND JUST
THE RIGHT
STIFFNESS

THEY DON'T BREAK
OFF OR GET SOGGY

THEY'RE SO EASY
TO KEEP FRESH
AND SANITARY

THEY RAISE THE
NAP YET DON'T
HURT THE FABRIC

JUST RIGHT
FOR CLEANING THE
COFFEE MAKER
TOO

GET THE BEST—
LOOK FOR THESE
WORDS ON THE
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Even though eager versifiers put this into Americanese:

The air is full of spring
Over yonder misty hills
But snow atop the mountains
Reminds of lingering chills.

it was not hard to replace the overtones, so important to the *waka*, that might have been muffled in translation. Japanese newspapers commented on the allusion to the chill of lingering American occupation in the midst of the mild misty springtime of Japan's reviving industry. In 1946, when the defeated Japanese were eagerly adopting the newfangled mannerisms of victorious America, Hirohito admonished his people in his annual poetry message as follows:

Man should be
Like the manly pine
That does not change color
Though bearing the fallen snow.

As always with *waka* Japanese readers could draw what allusions and conclusions they liked, but the most popular interpretation was summed up by one irreverent American who translated, very freely, this provoking thought to mean:

See here, boys,
Don't rush out in your plus fours too fast—
Think how funny your legs look.

After listening to his *waka*, as it is intoned once and sung five times, the emperor rises and departs, signifying that the party is over. The guests depart, and the judges, readers and singers—all specially trained in their art and most of them having made the trip from cultural Kyōto for the ceremony—are honored at a luncheon given by the Imperial Household Office. This year, the lucky winning commoners (among them a high-school boy and several women) were presented to the emperor and empress as their highnesses were proceeding to their imperial residence after the party was over. The emperor spoke to them, saying, "Please do everything in furthering your efforts in poetry." The winners were then fed a special luncheon by the Imperial Household Office.

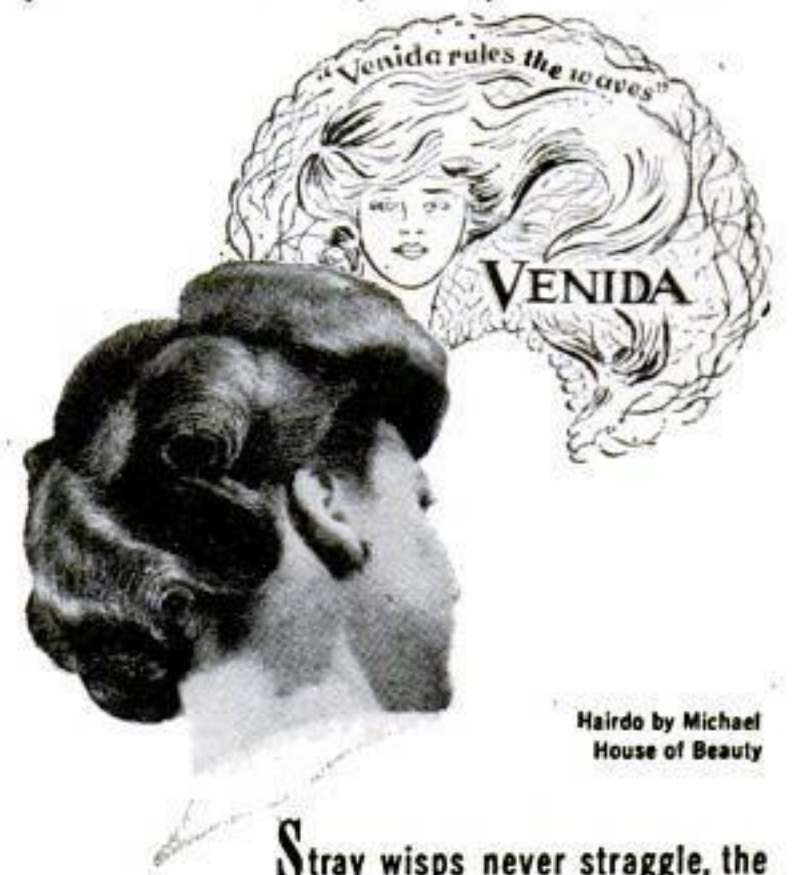
As one of them so aptly put it in his prizewinning poem:

As I drink the spring water
With hands that smell of the sod
I taste the snow of the slopes
Of the lofty peaks.

—SHELLEY MYDANS

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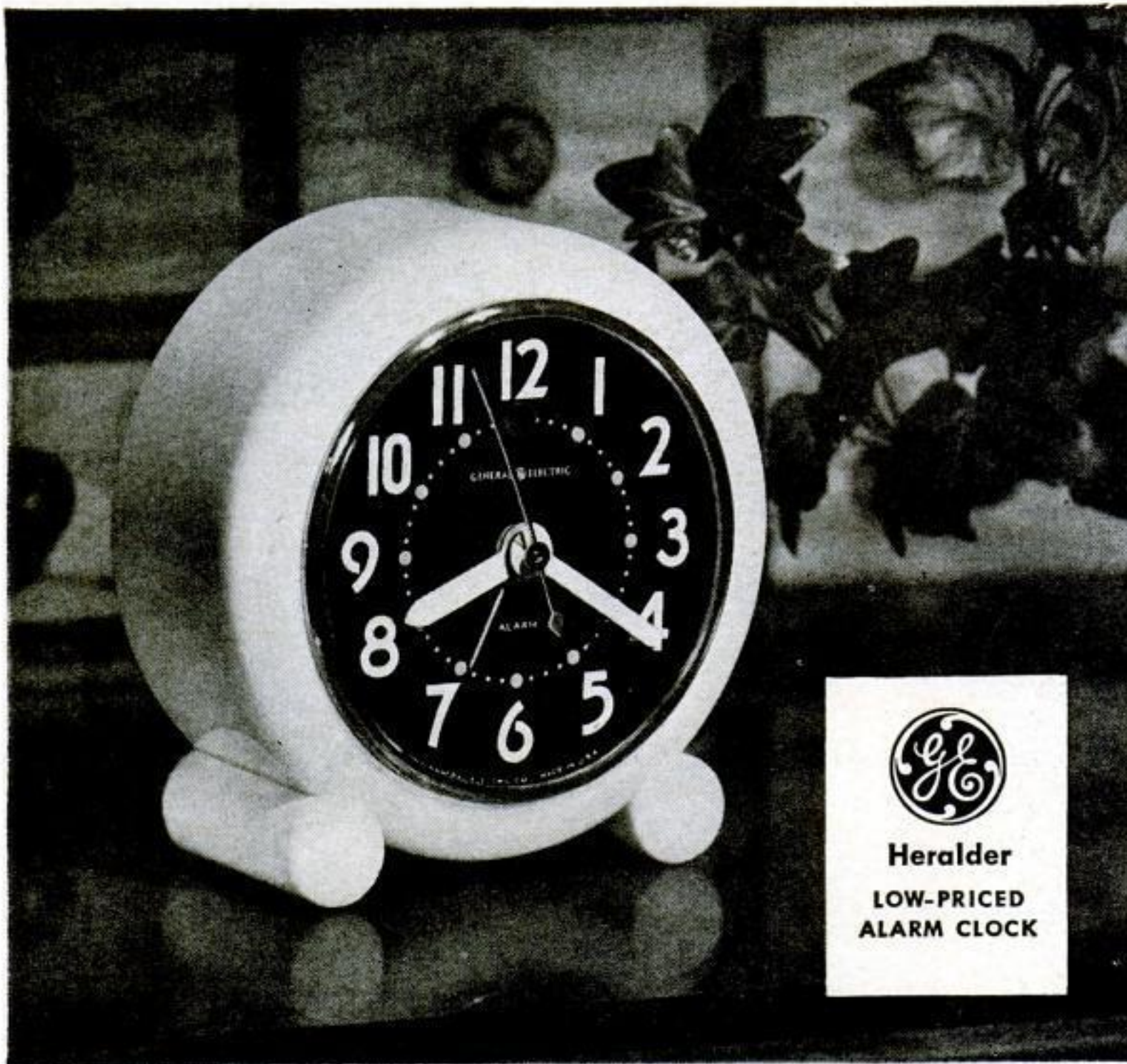
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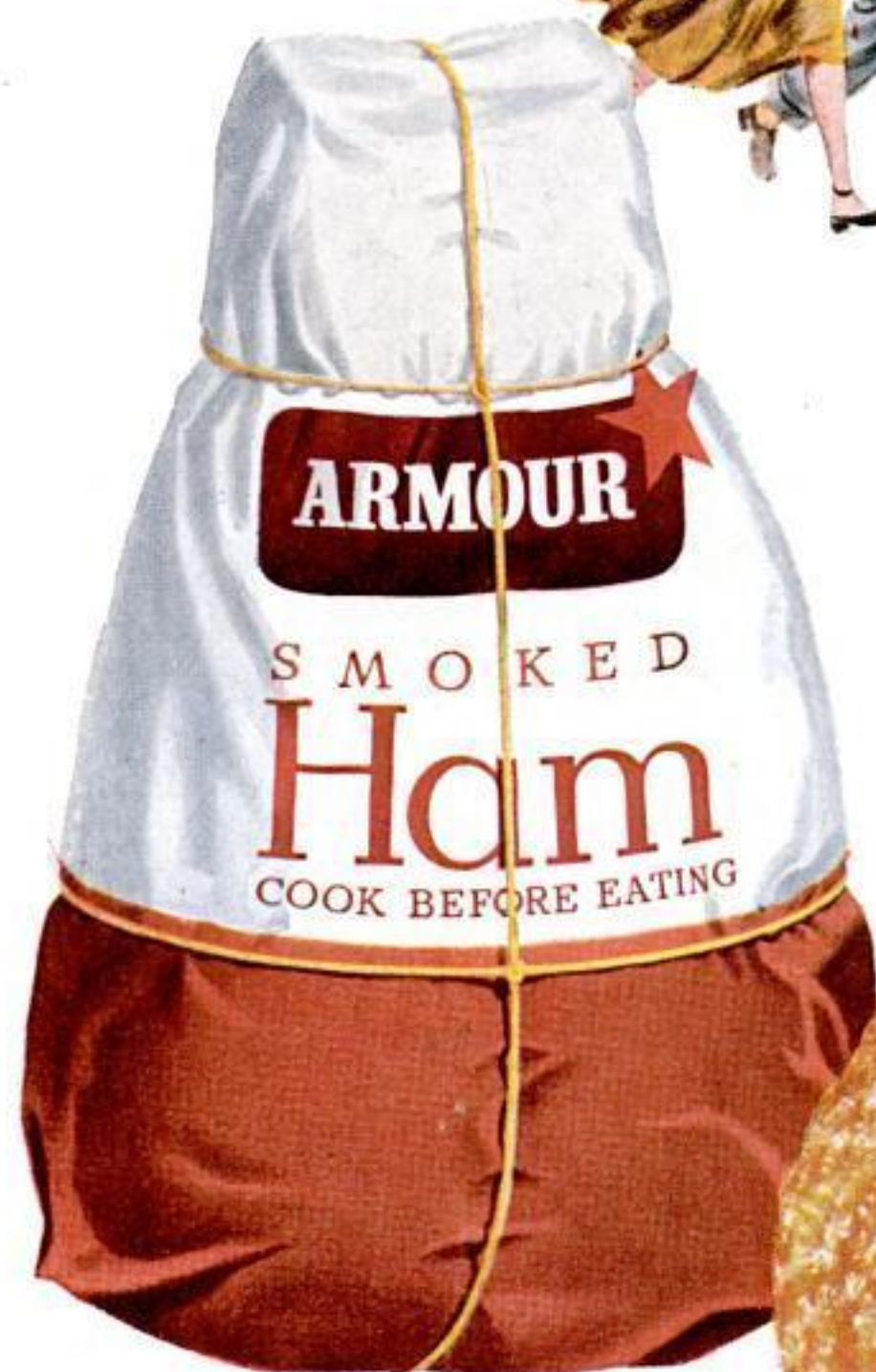
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by Marie Gifford

Director, Armour Consumer Service



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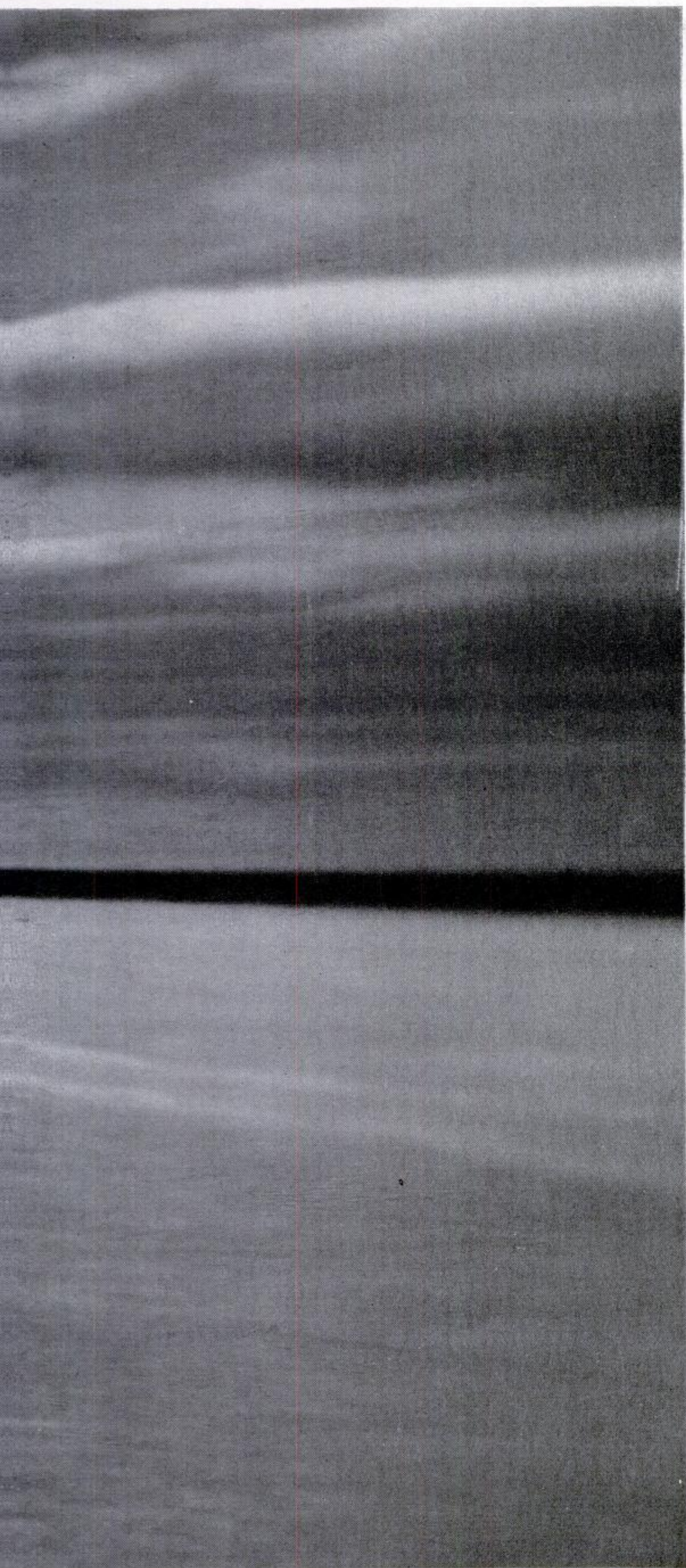
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... "BEACH BALLET" ACHIEVES A SUBTLE SURREALIST LOOK

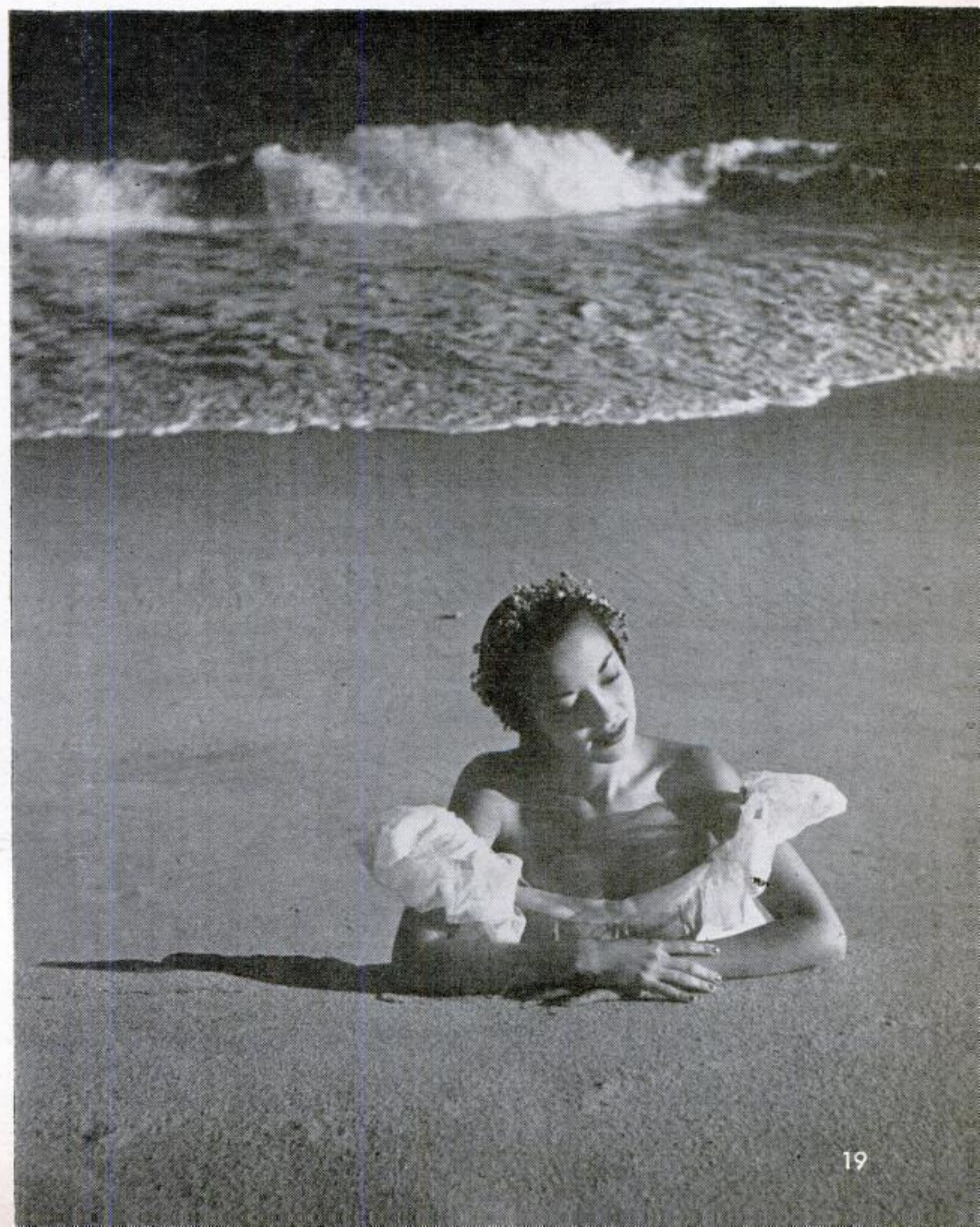


LONG FINGERS OF A STORM CLOUD REACH IN FROM THE ATLANTIC

On the vast, flat reaches of a Bridgehampton, N.Y. beach, LIFE Photographer Philippe Halsman tried to catch the infinitely graceful movements of three Ballet Theatre dancers. "The whole thing looked like a Dali painting to me," confided Halsman, "like an excursion into unreality." By the end of a day's shooting, Halsman had produced some of the most beautiful ballet pictures ever made.



STILLNESS AND MOTION are boldly contrasted in the picture above. The feeling of depth is emphasized by large figures sitting in foreground and the smaller dancer leaping over his shadow behind them. Below, the lower part of Dancer Ruth Ann Koesun's body, although appearing slashed off at the waist, is actually hidden by a rise in the sand.



SPEAKING OF PICTURES

CONTINUED



SOARING in a grand jeté, Dancer Eric Braun gets good elevation despite the soft footing. The dancers found that sand in their slippers tickled their feet.



BOWING Ballerina Koesun and husband Braun, here shown in a classic ballet position, have danced together two seasons, were married last December.



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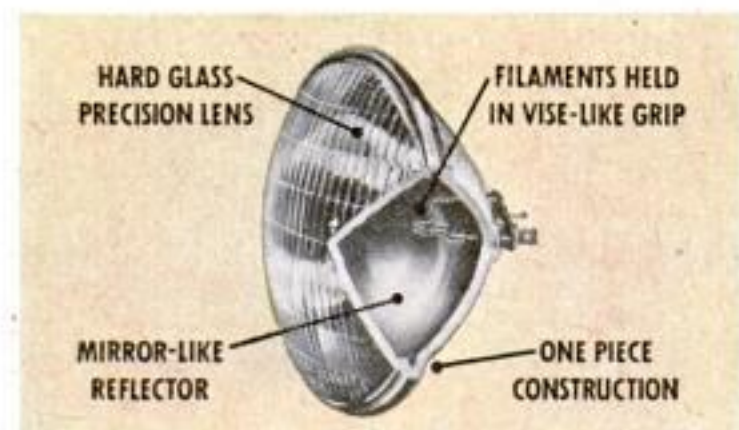
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LETTERS TO THE EDITORS

THE NAVAJOS

Sirs:

... I am sending you and your photographer, Leonard McCombe, my sincere gratitude on behalf of my people for publicizing the condition in which the Navajos live. ("The Navajos," LIFE, March 1). I hope the government officials in Washington, D.C. shed their red tape and actuate the proposed 10-year, long-range rehabilitation program for the Navajos soon. ...

G. M. YELLOWSALT

Phoenix, Ariz.

Sirs:

Congratulations on the Navajo article. Many of these pictures, I know, are hard to get. It is, I believe, the most objective report we have had so far on the problem.

JOHN H. PROVINCE

Assistant commissioner

Office of Indian Affairs

U.S. Department of the Interior

Washington, D.C.

Sirs:

As a postscript to your article, "The Navajos," it is worth noting that some 4,000 or 5,000 of them were employed in 1941 in building the Fort Wingate Ordnance Depot near Gallup, N. Mex.

Many of these Navajos had never worked for wages previously, and the experience meant the breaking down of some strong tribal taboos. For example in registering for work they had to reveal their names to a stranger and allow themselves to be photographed. The American custom of stopping work for the noon hour was mystifying.

"When Navajo hunt deer, he no stop any time," a brave explained. "What for stop now?"

The men were steady workers, but after eight hours of labor it was not unusual for a Navajo to doze 3 or 4 miles to his hogan or tent. They were fond of dancing and often danced all night, but there was little absenteeism in consequence. ...

COLONEL MELMOTH Y. STOKES JR.
Military Intelligence
Goldthwaite, Texas

Sirs:

... In the hearts of more than 100 traders to the Navajos there is a warm glow of appreciation to LIFE. It is the first report to intimate that the trader was anything but a blackhearted so-and-so with his foot on the poor, poverty-stricken Navajo. ... Being the daughter of one of those trading families, I've watched over the years and joined in the ever-increasing battle to help the Navajos. Also for 10 years my

husband was a Navajo Service fieldman who worked daily with the Navajos to improve their range and stock, to try to settle their problems.

After 25 years of the kind of battle that is like batting your head against a stone wall, I'm tired—sick of the whole mess. I dream about going so far away from the reservation I won't have to worry about whether Joe's little girl goes to school or not, whether John's wife is going to get well, whether Billy's farm will get washed away this time, whether Irvin killed the coyotes that were molesting his small herd of sheep, whether Frank's working son will send his father some money, and so on and on.

But then! I walk into a Navajo neighbor's hogan. It's their mealtime. There's a very small pot of stew, some Navajo bread and a pot of coffee—not enough perhaps for the six members of the family. Yet I must join them and partake of that food—for I am their friend. "Older Brother" rides in to the store. Older Brother is a Navajo who calls himself that to me. He watched me grow up. His wrinkled face breaks into smiles of pleasure; his handclasp is warm and sincere. He says, "My little sister, it is good to see you. How have you been?"

Doggone it! What are you going to do about people like that?

I know. We'll go on and on. We'll worry about getting Older Brother the three good rams he needs for his small band of sheep, and about getting Little Brother good seed to plant his small farm in the canyon, and about giving more credit to any of our friends until they shear their few sheep this spring, and about getting Leslie and his son jobs on the railroad, for they have no sheep, and about whether the bank will let us have a little more money at 6% so we can give Tom, Dick and Harry a little more credit for food to eat.

Are the Navajos worth it? LIFE's reporters seem to think so. We do too!

IRBYMAE FORD

Tonalea, Ariz.

CANDIDATE STASSEN

Sirs:

Roscoe Drummond's article on Harold Stassen (LIFE, March 1) shows that Minnesota's candidate for the presidency is prepared to take over the highest office in the land. Everything that Harold Stassen has done he has done well. Doing things well is a habit with Stassen. As President he will do well.

WESLEY LAURITSEN

Faribault, Minn.

Sirs:

On every count Harold E. Stassen is the only man who has the qualities of a U.S. president. If the Republicans lack the "guts" to nominate him, God help them!

FLORENCE BERGEN

New York, N. Y.

Sirs:

Your boring articles on Republican candidates have at least one consoling aspect: the second candidate is a big improvement over the first one presented, Taft.

PAUL SZIDAT

Herington, Kan.

Sirs:

... The only sensible course is to elect a Democratic president with a Democratic Congress to back him up, if the people hope to get any semblance of good government.

ARCHIE REID

Montreat, N. C.

You're definitely in the picture when you've got P.A.*



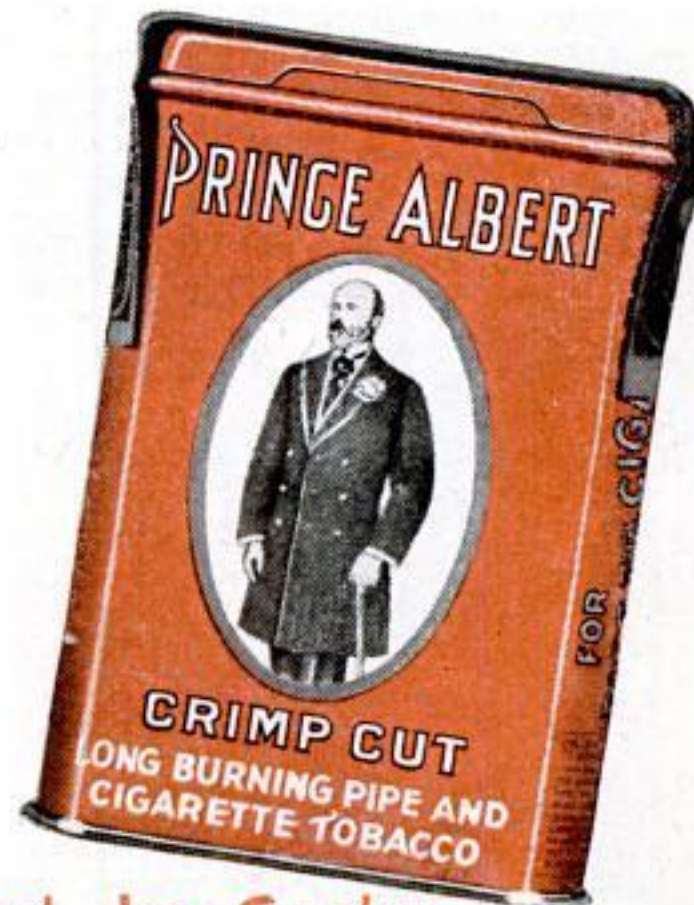
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AWARD PLAY
BECOMES
THE SCREEN'S
PRIZE
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A UNIVERSAL-INTERNATIONAL PICTURE

LETTERS TO THE EDITORS

—CONTINUED—

TURKEY-FEATHER WEDDING

Sirs:

In reply to the letter written by Mr. George Dock Jr. of the National Audubon Society concerning my "Turkey-Feather Wedding" (LIFE, Feb. 9), I will admit I was ignorant of the fact that a person could not possess birds protected by law without a permit. I thought the law was against killing a songbird, and I have never killed any of the birds used for my hats.

The flickers and woodpeckers were secured when my husband was working with a road crew in the mountains putting in an underground telephone line. After each dynamite blast we gathered the lifeless birds from the ground after the concussion had killed them. A huge owl was brought to me by a trapper who found it caught in his skunk trap. Both legs were broken so it could never stand again, and it was an act of mercy to have it chloroformed, as it would have starved to death. An orange-spotted blackbird flew into my car while traveling on the highway. Since then I have found many dead birds along the edge of the road, where they had been hit by other cars.

I have a hawk that flew into an open car window with such force while fighting another bird that it knocked its



FINE FEATHERS

life out against the closed opposite window. I call it "Suicide Swooper."

If I cared to, I could get an endless supply of birds from a friend of mine. She lives on a hilltop, and her living room is made entirely of plate glass. Almost any day she can go outside her living room and find a bird that has bashed its life out against the windows.

I can't deny being guilty of possessing songbirds, but I emphatically deny willfully destroying them. In the first place I love birds, and in the second place I couldn't hit the broad side of a barn with a shotgun.

LIFE was wrong in stating that my wedding attendants wore my unusual hat designs as pictured on page 130. These hats were not used as part of the wedding. The statement that they were puts a comic light to what was really one of the most beautiful weddings in the world.

The bridal party consisted of 10 beautiful girls clothed in my all-turkey-feather gowns, a collection which took 10 years to acquire. These gowns are first-prize, blue-ribbon winners at some of the world's largest contests of turkey-feather gowns.

Six months of intricate hand labor went into the making of one gown, called "Fine Feathers," which was worn by the candle-lighter at the wedding. This dress has been displayed at

"Now I wear the same as
my Mother"



Susie's and Johnny's socklets and Mother's glamorous seam-free sheers are both WUNDERHOSE, the stocking that suits the whole family right down to their toes. Yes, Wunderhose stockings come in nylon full-fashioned, tailored-seam and seam-free styles to suit Mother's tastes. Then there are the special styles to fit the slimmer leg of the teen-age girl. And Durene anklets in every color, of course, to please the younger members of the household. Remember to say, "Wunderhose".



Wunderhose

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WUNDERHOSE • EVERWEAR • ARROWHEAD



MY GOODNESS . . .
SUCH GOODNESS



Welch
QUALITY CANDIES

CONTINUED ON PAGE 26

**How
do
you
know . . .**



**you
can't
see
better? . .**

Perhaps your eyes miss a little in everything you look at! The pity of it is that you may not realize it! There is only one way to really know. Have your eyes examined! Even if you wear glasses, time may have made them misfits. The professional knowledge and skill of the Optometrist and Ophthalmologist and the technical services of the Dispensing Optician are your safeguard against the possible deterioration of your eyesight.

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LETTERS TO THE EDITORS

CONTINUED

state fairs as well as national poultry shows and is valued at \$18,000. My bridal gown is made up of 500 yards of white plume feathers taken from a truckload of White Holland turkeys....

BARBARA EHRLHART

Sutherlin, Ore.

THE DIOR LOOK

Sirs:

In your March 1 issue, in Jeanne Perkins' article on Fashion Designer Christian Dior you picture one of Mr. Dior's \$400 creations and various cheaper adaptations.

Personally I think the \$8.95 version is far more attractive than the \$400 original.

DONALD C. MANN

Princeton University
Princeton, N.J.

Sirs:

I thoroughly disapprove of men designing clothes for women. . . . No man is going to tell me how to dress.

GALEN LINDSEY

Philadelphia, Pa.

Sirs:

... Why doesn't LIFE quit propping up this little man Dior and let him go back to milking cows for a living instead of bamboozling rich American women who wouldn't know good taste in fashions if it were to slap them gently on their Dior-bustled *derrières*!

JAMES HYLES

Dallas, Texas

"CALL NORTHSIDE 777"

Sirs:

Your review of the movie, *Call Northside 777* (LIFE, March 1), mentioned only one man, Joe Majczek, who was proved innocent after 12 years in jail. Another man was convicted at the same time as Majczek. What has become of him?

WILLIAM CUNNINGHAM
JOHN SWAN

Buffalo, N.Y.

● The other man is Ted Marcinkiewicz. He is still in jail, although both the *Chicago Sun-Times* and the *Chicago Crime Commission* are at present investigating the possibility that he, too, may be innocent.—ED.

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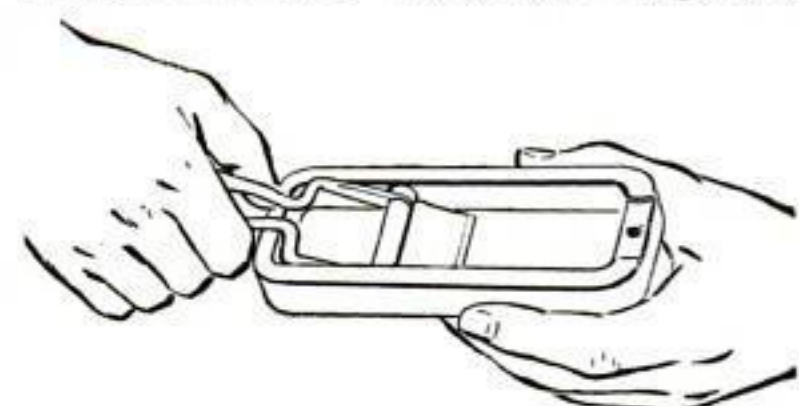
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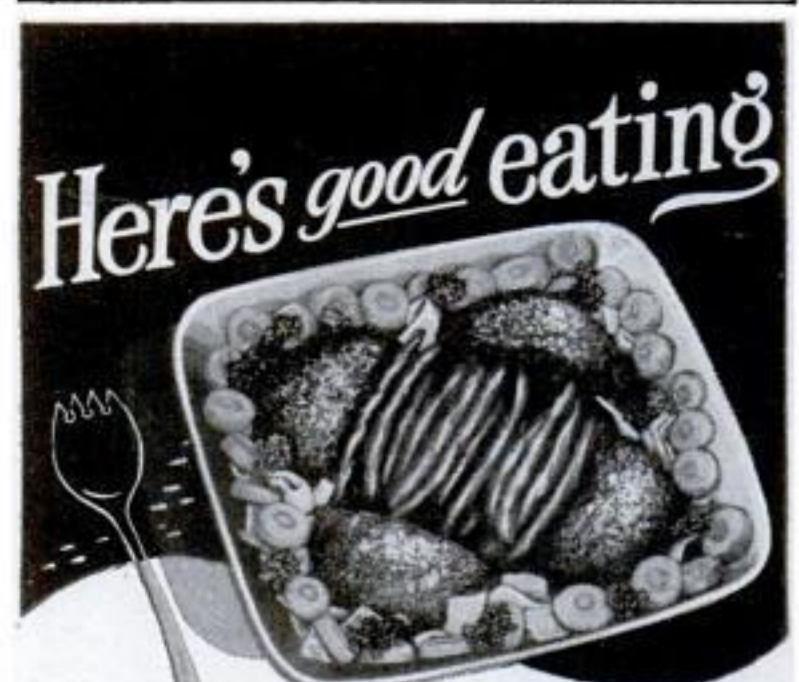
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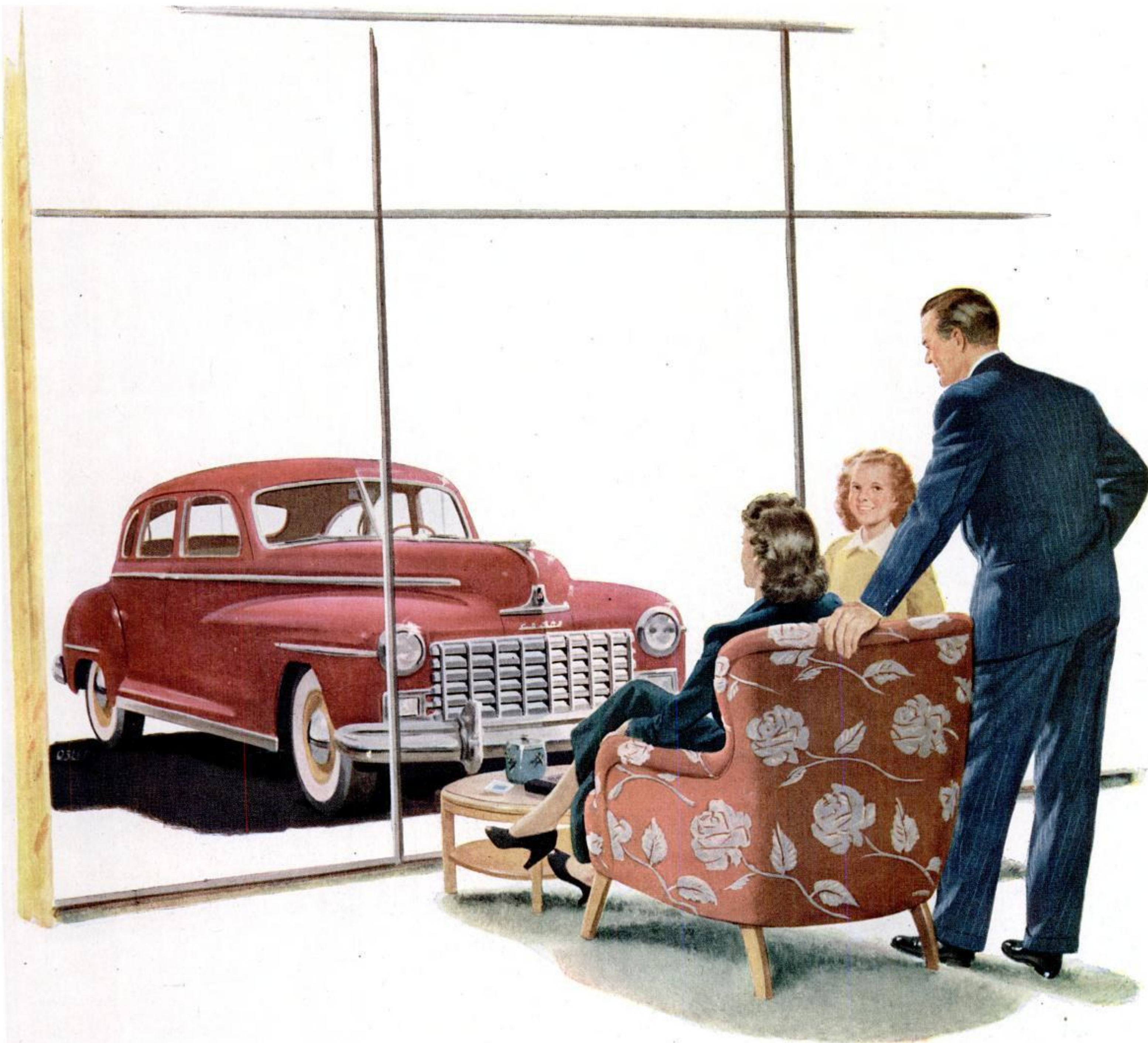
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"But, darling, what's wrong with hiring a baby sitter?"

ASKED ELSIE, THE BORDEN COW



"WHO SAID THERE was anything wrong with hiring a baby sitter?" boomed Elmer, the bull. "I simply said a mother should do her own sitting."

"But, sweet," protested Elsie, the Borden Cow, "a mother should get away from her baby now and then. It's good for both of them."

"What's so confounded good about it?" demanded Elmer.

"Why," answered Elsie, "it teaches a child not to become too dependent on just one person. And it gives the mother a chance to get around and hear new things."



"THE WORLD'S TASTIEST SOUFFLÉS are made with Borden's Chateau. So fluffy, so light! Chateau omelettes are wonderful, too. And a nice cut of Chateau with your apple pie makes it set just right!" says Elsie.

"It also gives one mother I could name," snapped Elmer, "a chance to gabble, gabble, gabble about Borden's!"



"How right you are, dear," giggled Elsie. "Right now I'm simply perishing to tell folks about Borden's Fine Cheeses. I want every soul in the country to try Borden's Chateau.* It has a grand mellow-mild Cheddar flavor that's deep-down satisfying."

"I'd be satisfied," mumbled Elmer, "with a little of that grand, old, deep-down silence."

"It's hard to be silent about a cheese food you can



use a *hundred* different ways, dear," said Elsie. "Chateau slices, spreads, melts! Makes the most delectable sandwiches you ever put in your mouth."

"Every time I open my mouth," groaned Elmer, "you fill my ears with Borden's."

"I'd like to fill everybody's ears," said Elsie, "with the facts about milk—Borden's Milk . . . Do you know what's the world's most *economical* way to add nourishment to your family's diet?"

"Suppose I answer *no*?" parried Elmer.

"Then I'd tell you," conceded Elsie. "I'd say: give your family more milk with meals and between meals, and serve more dishes made with milk. As you will know, *penny for penny*, your best food buy is milk."



"BE WISE AND BE THRIFTY!" says Elsie. "Serve more dishes made with Borden's Milk. Milk gives folks high-quality nourishment economically. In fact, penny for penny your best food buy is milk!"



- if it's Borden's, it's got to be good!

"And I suppose," snorted Elmer, "you tell your baby sitter to spend the pennies you pay her for Borden's Milk."

"No, dear," grinned Elsie, "but it's a good idea. Milk supplies vitamins, minerals, proteins and other good things everybody needs—"

"Must you go on, woman?" groaned Elmer. "Everybody and his brother know that Borden's Milk is good stuff."

"How right you are, angel," beamed Elsie. "As I always say — *if it's Borden's, it's GOT to be good!*"

*T. M. Reg. U.S. Pat. Off.

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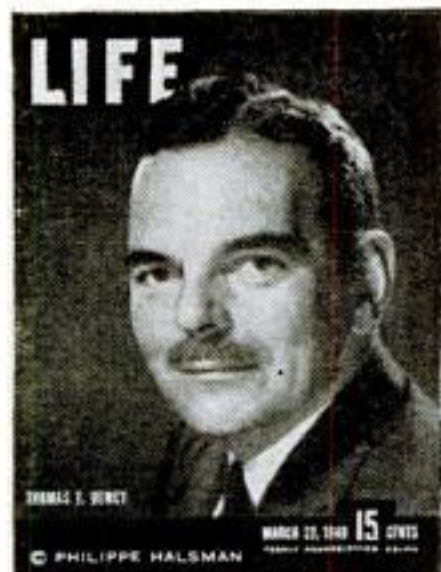
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LIFE'S COVER

Governor Thomas E. Dewey of New York, the subject of the third in a series of articles on the Republican candidates (pp. 132-149), appears on LIFE's cover for the second time—the first was two months before the presidential election of 1944, when he came nearer to beating Roosevelt than any other Republican nominee had. Dewey's siege of the G.O.P. began favorably last week when he won six of New Hampshire's eight delegates to the Philadelphia convention (p. 47). Before the party meets in June to nominate a candidate, Dewey will have tried his strength in three other state primaries.

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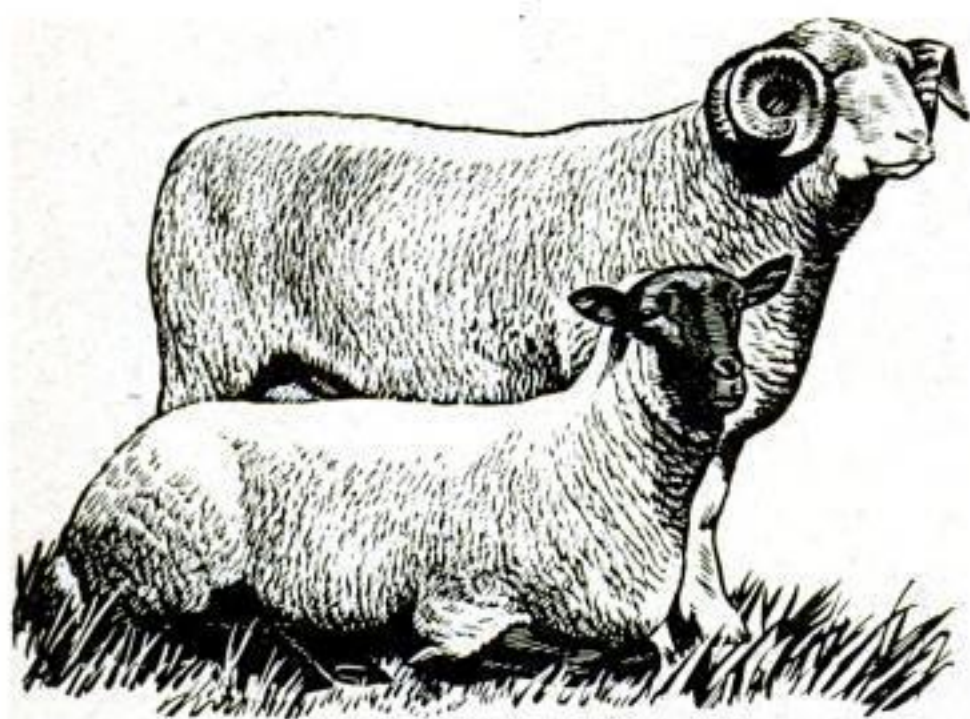
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A clean white face and heavy, spiral horns identify the **DORSET** ram.

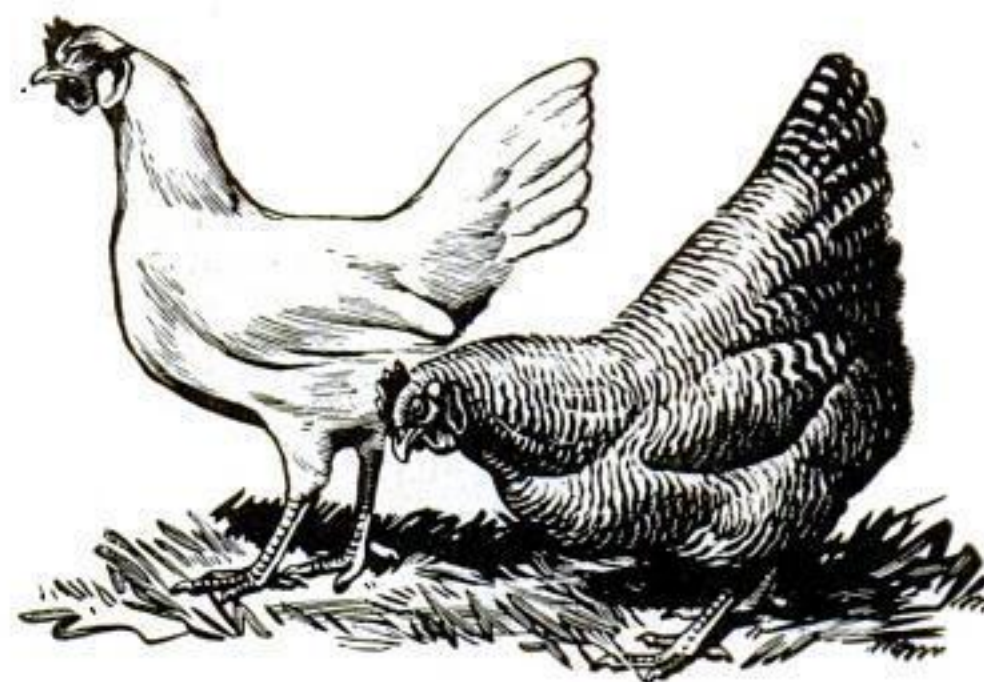
The mark of the **SUFFOLK** breed of sheep is a black face and a set of black "stockings."

When you see farm animals ...

THE "TRADE-MARKS" OF NATURE*

identify the various breeds

*Scientific data supplied by American Museum of Natural History, N. Y.



A large, floppy comb combined with solid white plumage distinguishes the **WHITE LEGHORN** hen.

The **BARRED PLYMOUTH ROCK** is recognized by its distinctive plumage—light and dark gray bars.



The distinctive feature of **ABERDEEN-ANGUS** cattle is the coal black coat.

A big hump on his back makes it easy to recognize a **BRAHMAN** bull.

A white face is the outstanding feature of the **HEREFORD** breed of cattle.

Jet black and solid white markings distinguish the popular **HOLSTEIN** cow.

A deer-like head found in no other breed identifies the pretty **JERSEY** cow.



Large black and white spots characterize the **POLAND CHINA** breed of hogs.



A short, turned-up nose is the snooty characteristic of the **BERKSHIRE** hog.



A white belt over the shoulders distinguishes the **HAMPSHIRE** breed.

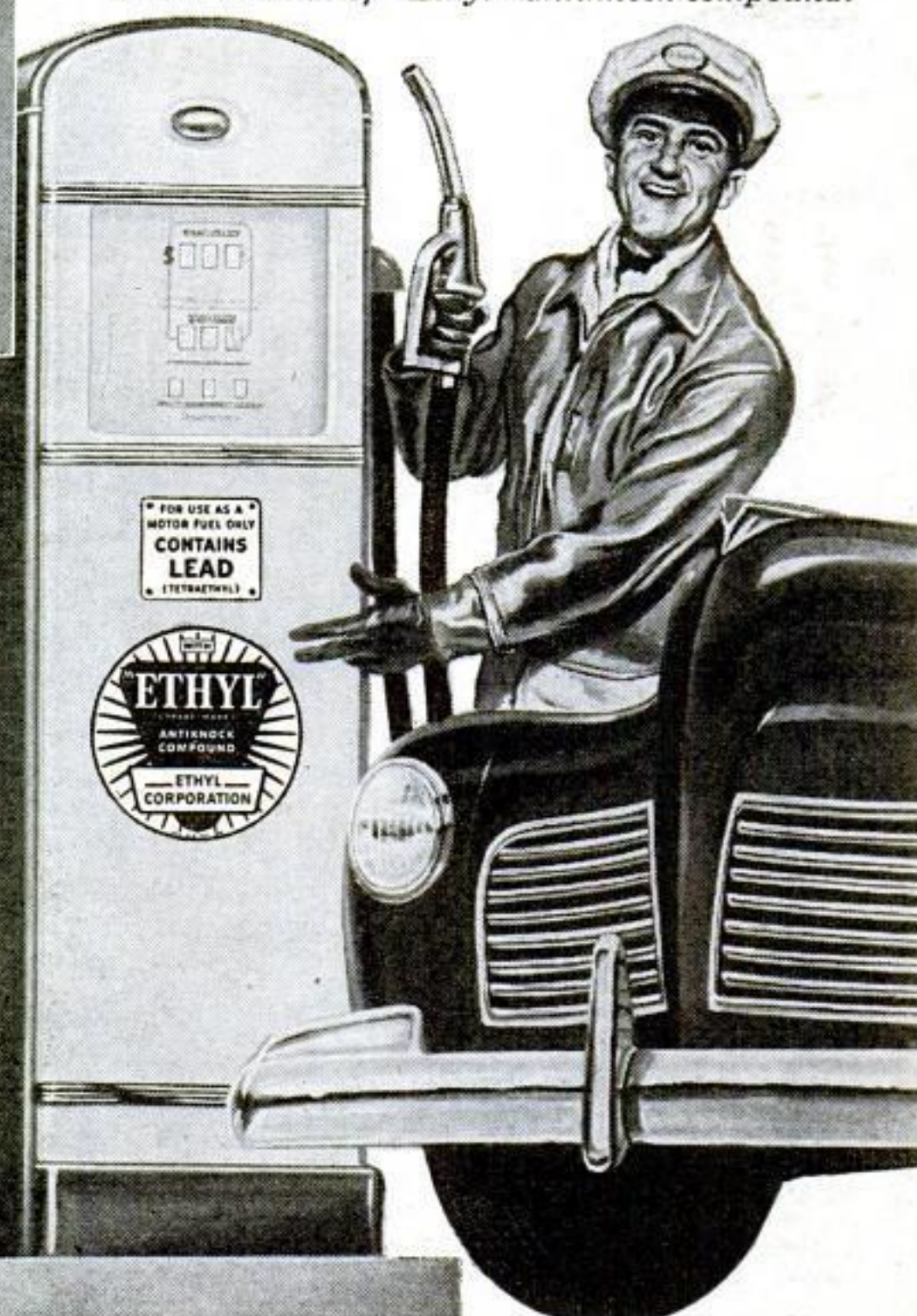
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THE "TRADE-MARK" "ETHYL"

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To get the most mileage from your car, use high quality gasoline improved with "Ethyl" antiknock fluid and have your motor service man tune up your engine to take full advantage of its higher quality. In these days when the oil industry is working night and day to keep up with the demand for gasoline, you can help conserve gasoline by driving at moderate speeds, avoiding "jack rabbit" starts and keeping tires properly inflated. *Ethyl Corporation, N. Y.—makers of "Ethyl" antiknock compound.*





A DOG-TIRED CHAIRMAN VANDENBERG (center) is congratulated by Senator Connally (left), his ranking Democratic colleague on the Foreign Relations Committee,

while two other members, Lodge and Wiley (right foreground), look on. Time, as the clock indicates, is 7 minutes after the ERP bill passed at 12:05 a.m., March 14.

THE NON-COMMUNIST WORLD STIRS ITSELF

Thin streaks of light from the windows of the Capitol were piercing the midnight gloom of Washington on March 14 when, at 12:05 a.m., the Senate passed the European Recovery Program. It was a bold concept of foreign relations, first proposed as an idea by Secretary of State George Marshall last June. But the man who had done most to make it U.S. policy had been Senator Arthur Vandenberg. It was Vandenberg who since March 1 had stood on the Senate floor, beset by a little knot of "revisionists," answering their arguments, defeating their moves to weaken the bill, defending ERP with eloquent perseverance. Yet he well knew that this vote was only the beginning of the fight. For one thing, the House had not yet voted on ERP. But time was short. On April 18 the people of Italy would go to the polls and choose between candidates representing democracy and Communism. That explained the lights in Washington.

In its race toward this April 18 deadline, how-

ever, the U.S. Congress had been helped enormously, and unwittingly, by the Soviet Politburo. The fate of Czechoslovakia, its shootings, suppression and brand new forced-labor camps, had sent an apprehensive tremor through the world. All over Western Europe there were stirrings, expressions by word and deed that the people were ready to oppose Communism. Most encouraging expression came from a green and red plush room in Brussels (*next page*) where Belgium's Foreign Minister Paul-Henri Spaak twirled his horn-rimmed spectacles happily as representatives of his country, France, Luxembourg, The Netherlands and Great Britain had agreed upon a 50-year treaty of "Western Union," mutual economic—and military—aid against any aggressor (*i.e.*, Russia).

These same stirrings moved swiftly into France, where despite the first sunny warmth of spring on the avenues and in the parks, Parisians flocked into the dark, damp Cathedral of Notre Dame to

pray for peace, and where thousands more gathered to cheer General Charles de Gaulle's re-emergence as a champion of anti-Communism. And in Italy, as the elections drew closer, the Church took an active stand against the Kremlin (*pp.* 36-37).

These were the deeds which last week provided the democratic world with new hope and courage. No one kidded himself into thinking it was more than that. No one thought that ERP, even with Western Union, could save Europe from another dictatorship. But almost everyone realized that whatever else was done, ERP was a necessary first step. That is why there was hope in the democratic world last week. Toward this resurgence America's Vandenberg and Belgium's Spaak had contributed much. But ironically a man who had failed of his mission had, by that very fact, contributed most. He was Czechoslovakia's Foreign Minister Jan Masaryk (*pp.* 34-35). He had given his life.



BRUSSELS

WESTERN UNION becomes a reality as representatives of Britain, France, Belgium, Luxembourg and The

Netherlands meet on equal terms to sign 50-year defense alliance. Belgium's Paul-Henri Spaak is shown at left

with the French and British ambassadors sitting opposite him. One wag has termed Western Union "Spaakistan."



HEART OF RESISTANCE to Soviet expansion in Europe are the five nations (circled) which have

joined in union which eventually may embrace the remainder of the Marshall Plan countries in west.

FRIGHTENED BY RED ADVANCES, WESTERN UNION NATIONS FORM A 50-YEAR MILITARY ALLIANCE



RUSSIAN VICTIM in Austria is U.S. soldier, Pfc. Jack Grunden, shot in back by sentry. Grunden is shown with Army Nurse Velma Corl.



MOSCOW

EASTERN UNION has drawn nations behind the Iron Curtain into Soviet sphere on Russia's terms. Here V. M.

Molotov signs pact which made Romania a vassal, while Premier Stalin twiddles his thumbs. Next to Stalin (be-

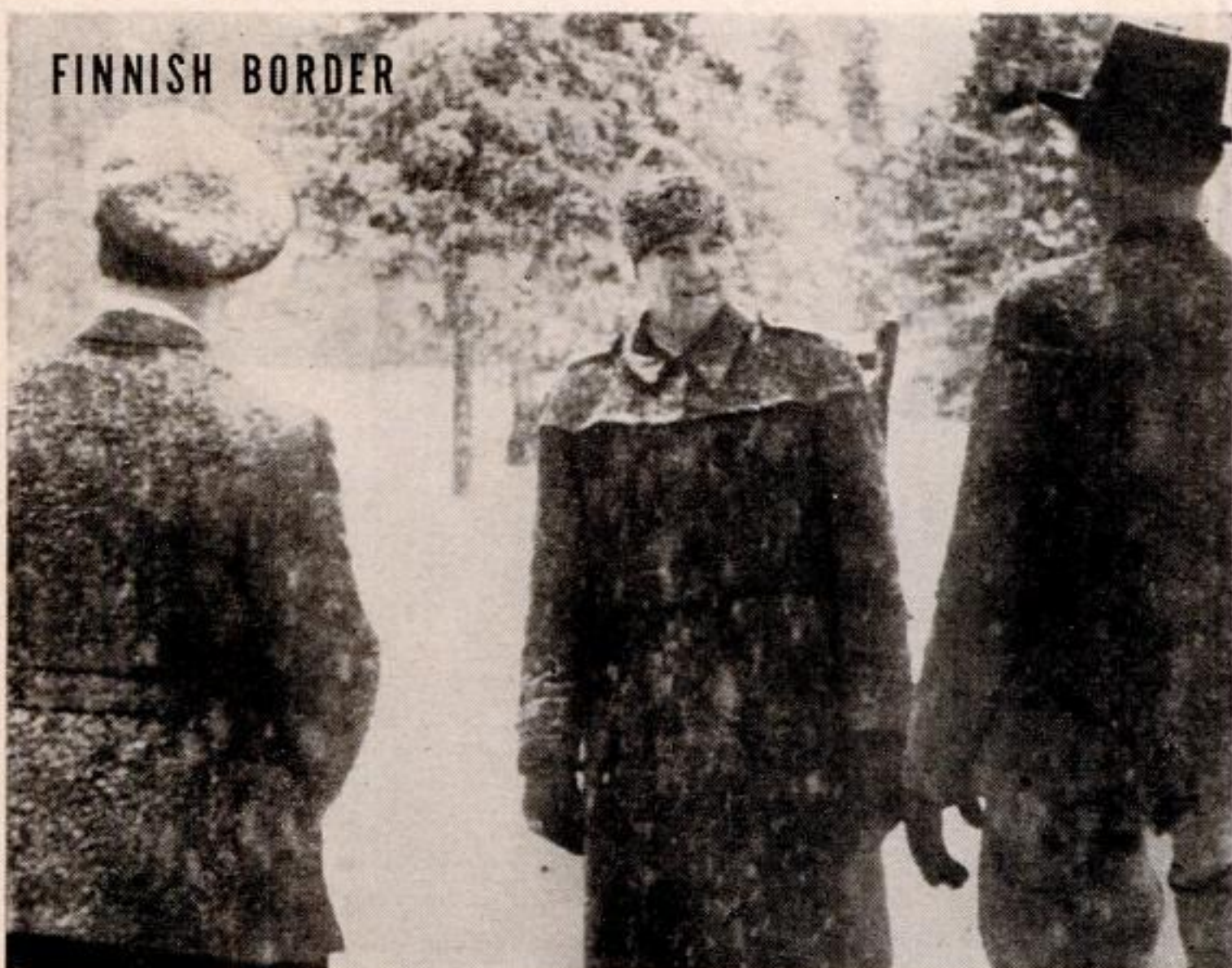
hind Molotov) is Romania's Premier Groza while Romanian Communist Boss Ana Pauker is at the extreme right.

When British Foreign Minister Ernest Bevin on Jan. 22 proposed a union of Western European countries to meet the challenge of Russia and her satellites (*upper right*), only the U.S. reacted with real enthusiasm. Secretary of State George C. Marshall called Western Union "our great hope" for implementation of ERP. But France hesitated for fear of antagonizing the Soviet, and in the so-called Benelux countries (Belgium, The Netherlands, Luxembourg), the Bevin plan was criticized as "vague."

It was continued Russian expansion that put a sudden end to this bumbling indifference. The Red coup in Czechoslovakia and the threat to Finland jolted France, Britain and Benelux. The French jumped off the fence, and on March 4 representatives of the five nations (*map, lower left*) met in Brussels to give Western Union the serious consideration it deserved.

Out of this meeting last week came not only unanimity on economic and political matters but a mili-

tary alliance. The Brussels conferees (*upper left*) devised a pact binding Britain, France and Benelux to mutual defense and military cooperation for 50 years. The door to membership was left open for the other Marshall Plan nations and possibly even western Germany. Thus a logical idea was dramatically turned into the first realistic economic-military alliance in Western European history. Whether it would succeed depended on how much military backing the U.S. would add to its other assistance.



FINNISH BORDER

FLEEING RUSSIA, Finns have found refuge in this camp at Haparanda in Sweden. Here a Swedish camp official speaks with two refugees who were afraid to face camera.



OSLO

SOVIET SHADOW also has fallen across Norway, where anti-Communist students paraded in Oslo with banners. One at left reads, "COMMUNISM MEANS DICTATORSHIP."

JAN MASARYK FOUND ONE ANSWER

Trapped and bitterly disillusioned, he rebuked the Communists with the only weapon he had left—his own life

by DOROTHY THOMPSON

On March 10, Jan Masaryk, whose father founded Czechoslovakia as a free democracy, plunged to his death from the third floor window of his office in Prague. Three days later Czech Communists, continuing to purge all opposition to their new totalitarian rule, had the effrontery to hold a state funeral for him. In this article Dorothy Thompson, who had known Masaryk as a close personal friend for more than 25 years, sets the record straight.

I heard about Jan Masaryk's death in Roanoke, Va., and during the next few days I was in cities as far apart as Columbus, Ohio, Chicago and Sioux Falls, S.Dak. As I moved, full of my own grief, I realized that apparently everybody in America knew Jan—or felt he did. A Negro porter taking my bag said, shaking his head sadly, "Too bad about that poor, fine Mr. Masaryk."

People are like that, claiming him with personal attachment as someone peculiarly near, and as someone whom a woman described angrily as "a man who couldn't have hurt anyone in his whole life." And someone said, "A world where a man like him can't live is unbearable." I think there is no question that Jan Masaryk's suicide has stirred up American feelings of grief and anger as nothing else has done, nothing whatever, since the end of the war.

In London just two months before the end of that war, when I called on him at the legation, he had gotten up ostentatiously and closed the door with the remark, "They listen to everything." "They," he explained, were the Communists in his entourage. "Though what the hell they think they'll find out about me that they don't already know, I can't guess. My opinions are an open book—but they believe in conspiracy, you see."

It was at that interview that he made clear his view that "we've got to get on with the Soviets, especially as we have so clearly been delegated to their orbit. Anyhow, my country is like a little drugstore in the 'orbit' say, of Britain's Imperial Chemicals. And the West didn't put up such a good show of protecting us, eh? On the other hand we are a Western country. So Czechoslovakia must work out the synthesis between Russian socialism and Western liberty. . . . I'll go all the way with Russia—all the way up to one point. Socialist economics—okay. But if anyone tries to take away our freedom—

freedom to think and say what you believe—the right to your own thoughts, your own soul—why, then Papa and Mama will come back, and they will say to me, 'Johnny no do.'"

Papa would have, too. Stern and gallant old Thomas Garrigue Masaryk had given Czechoslovakia its motto ("Truth Prevails!") and that motto was an obsession with Johnny even though he felt strongly his inferiority to his father and his inadequacy to the political tasks his name had led him to assume. This continually came out, sometimes through his broad humor, sometimes in touching and revealing ways. I remember one rainy night when Mrs. Roosevelt waved herself away from a taxi Johnny hailed. "You take it," she said characteristically, "I'll find another." Equally characteristic was his spontaneous reply: "My father would spank my behind if I took this cab."

We all saw a lot of him in those prewar and war-time days but by 1945 it was becoming difficult for his friends, who distrusted the Communists as I did, to see him. I am sure it was easier for him anyway to be among people who shared his and Beneš' faith that the Russians would leave Czechoslovakia her freedom. Jan never believed those Americans who said, "Anyhow the Czech Communists aren't like other Communists. They are Czechs first and civilized." But he did believe Russia would keep them piped down and he was playing a cautious and hazardous game: everything for Russia including his own private life—everything except what Papa wouldn't let Johnny do—sacrifice his country's freedom of mind and soul.

Then three months ago I met him at a party, went over, sat beside him and said most sincerely, "I am so glad you are here; we have missed you very much. We have called you several times and left messages—I thought, perhaps, you were mad at me."

He denied this with the utmost warmth and after a bit we got talking about the position of all the small countries—the way the early idea of a free United States of Europe had died aborning, while Europe was simply being divided between the Great Ones. Walter Duranty asked, "Why don't you get up in the United Nations, where you are very popular and respected, and give everybody a piece of your mind?" Jan nodded his head. "Yes, someone should," he said.

The next morning, impulsively, I wrote Jan a letter. I said he reminded me of Hamlet, who saw everything, with absolute lucidity, yet could make no choice that did not have in it some terrible evil. In his (Jan's) situation if he takes one choice, it may be war with terrible consequences for his people; if he takes another, it may be the end of his people's freedom. I said I thought that was the perpetual dilemma of men of goodwill, but the letter was, above all, an expression of unbreakable friendship, sympathy and affection.

I speak of this only because I received an immediate answer, which now throws light on the state of Jan's thinking. I have never before quoted a personal letter. But Jan is dead, and the men who drove him to his death are claiming things about him that are lies. He wrote (Nov. 15):

"Your letter did more for me than you can ever know. I can only quote a Czech war poem from the first World War: 'You kissed his broken heart.' The broken being an exaggeration—not broken—but badly bent.

"You speak of the truth of the soul, but I would

not be truthful if I did not mention the physical headquarters or residence of it. It is too true that I am standing—not yet squatting—between two not too static stools. And I fear I have a great many comrades all over this planet.

"I have been toying with the idea . . . to let myself go at one of the closing sessions of the General Assembly and call out a warning to all those self-centered nationalists assembled in the 'Flushing-Success' area.

"It is the question of timing that worries me. *But I am certainly not going down the drain without making a considerable squawk (italics mine).*

"For the time being I am persona most grata with my people at home. It is very touching how they hang on to me, as if expecting things from me. *How will I fail them least?* That's the question. Because, things being as they are, I cannot deliver the goods they so deeply deserve. . . . I will do the best I can.

"I must go home as soon as possible to give my fairly passionate support to those who are trying to carry on the lovely Bohemian tradition against cynical and well-organized material dialectics.

"For the time being we can hold our own. *How long I know not.*

"Somewhere, sometime, somehow, I am going to stand on my hind legs and shout to the Great Powers, 'Gentlemen, your fly is open!'

"But the timing—that's the problem."

Hamlet's problem.

Having supported the policy that had contributed to his country's ruin he could not now leave his people for freedom and security elsewhere. Yet he could not stay with the new government, as Western window dressing, for as long as the Communists contemptuously wished to keep him. For that limit had come, where Papa said, "Johnny no do."

Could he have resisted? Who can resist a totalitarian state? Was there anything further he could do for his chief, Dr. Beneš? Beneš is a doomed man, under virtual arrest in his home.

The only "final word" that he could say to the world was to leap 60 feet to be broken on a paved courtyard.

But let the world not misunderstand what he said, with that leap. He said: He who collaborates with Communists chooses slavery, treason, dishonor—or suicide.



FATHER Thomas Masaryk overshadowed son (right) politically and personally but left him faith in freedom.



SON Jan mourns at Communist-run anniversary ceremonies for father. At night Jan visited the grave alone.



LILLIES AND POPPIES mark Jan Masaryk's vacant seat in Prague's parliament as Communist Premier Klement Gottwald (*left*) and National Defense Minister Ludvik

Svoboda cynically observe a minute of silence. Five minutes later Gottwald was presenting his program for governmental "reform" to consolidate his hold on Czechoslovakia.



AT COMPIEGNE WHERE ADOLF HITLER ACCEPTED FRENCH SURRENDER IN 1940 GENERAL DE GAULLE SUMMONS PEOPLE TO RALLY AGAINST THE MENACE OF COMMUNISM.



DE GAULLE IN COMPIEGNE

A MAN OF IRON PLEADS FOR POWER IN FRANCE

The Czech experience with Communist infiltration finally brought General Charles de Gaulle from the wings of French politics to center stage. At the historic town of Compiègne, where France has celebrated one victory and has acknowledged one defeat in this century, De Gaulle denounced the Schuman government and charged it was unable to meet the Red threat. He offered himself and an authoritarian regime uniting "the Parliament and the sovereign people" as the remedy.

Wearing his uniform, the French resistance hero spoke from a plain tribune erected before the Chateau de Compiègne. More than 20,000 people crowded into the public square (*above*) to hear him, and millions more listened to the radio broadcast. De Gaulle called for a patriotic union of the French people "above parties," and for a union of France with the rest of Western Europe under French leadership. He urged the U.S. aid to save such a Europe from Communist aggression.

De Gaulle's message revealed two basic changes from his philosophy of a year ago—he no longer was too proud to take U.S. help and he no longer visualized France as an island between East and West. France had changed too. The Prague coup disillusioned many who had considered Gaullism as bad as Communism. De Gaulle offered himself as a man of iron, and millions of Frenchmen were ready for one.



FOR FATHER LOMBARDI'S CRUSADE against Communism in Naples this huge picture of the Madonna

of Pompei is taken from the cathedral in truck to Piazza San Ferdinando where nearly half million heard sermon.



ABOUT 20,000 PERSONS GATHER IN FLAG-DECKED PLACE DU PALAIS OR SCRAMBLE ON NEARBY BUILDINGS TO HEAR HERO SPEAK FROM PLATFORM AT RIGHT CENTER



TO HEAR LOMBARDI thousands of Neapolitans began assembling in the Piazza hours before speech. At left

is the Prefecture while the Royal Palace is at the right. Girls in the foreground are from a religious institution.



LOMBARDI IN NAPLES

A MAN OF LOVE FIGHTS COMMUNISTS IN ITALY

No Italian was in a position last week to propose the stern remedy for Communism urged on France by Charles de Gaulle (*opposite*). But this did not mean that Italian anti-Communists, facing a climactic election on April 18, were powerless. The great moral and spiritual influence of the Vatican was placed behind the De Gasperi government, and from Naples to Milan hundreds of thousands of Italians rallied around a small, pale priest who, as a good Christian, proposed to frustrate the Kremlin with love, rather than iron.

In Milan, the Communist heartland, 300,000 heard Father Riccardo Lombardi denounce both unrestrained individualism and collectivism. In Naples, 400,000 Neapolitans cheered as the frail, intense Jesuit cried, "Let us try to bring justice to the world through charity—banish excessive egoism in ourselves . . . all vainglory and selfishness. . . . Let 'social mission through Mary' be our slogan."

Although no Communist dared openly denounce Father Lombardi, Italy's Red leaders continued to prepare for the elections they hope will bring them to power. Love might sway the Italian people but not the Red high command. If they and their left-wing Socialist allies substantially increased their parliamentary strength (now 30%) but still failed to gain a majority, love probably would not dissuade the Reds from attempting a coup on the Czech model.

THE FOREIGN POLICY CRISIS

Like the snowing debris and delayed thunder of a great explosion, the fall of Czechoslovakia has been slow in making its full impact around the world. Men were prepared for it, yet its lessons are still costing statesmen sleep. The American government is only now beginning to lose sleep. It will lose more. For although the meaning of the Czech tragedy is clear, the question remains and grows: what should America do?

1. The Onrush of Europe

The fastest result of Prague's fall was in Western Europe. There half a dozen conferences, ambling toward the vague and difficult goal of European unity, were galvanized into life. The amble became an onrush; at any moment the death of nationalism and birth of unity in Western Europe may be an accomplished fact. The five-power Brussels conference took only 8 days to negotiate a 50-year defense pact. Now the 16 Marshall Plan countries will meet to consolidate their economies to receive ERP aid. Next there is talk of a quasi-governmental Council of Europe. Then why not next full unity and with it the automatic revival of industry and of hope, the reversal of the Communist tide?

Alas! All Europe can do, all the Marshall Plan can do, will not in themselves keep Western Union alive six months if Russia decrees otherwise. Not even in their belated unity can the nations of Western Europe find the military strength to resist a determined Russian assault, and without military security they will not find the time to overcome Communism within their borders. Europe and Russia both know that the Brussels pact means nothing unless American power is behind it. In short, America is confronted with the necessity of a military Marshall Plan if we wish to secure our economic Marshall Plan's objectives.

Bernard Baruch testified last January on the Marshall Plan. He was for it if the European countries would "band themselves into a political, economic and defense union" (they are so doing) and if America would also "guarantee this union against aggression. By 'guarantee' I mean a firm promise to go to war in joint defense if any of them is attacked."

Events move so fast these days that the old prophet was only two months ahead of them.

2. The U.S. Is One Side

Munich ten years ago was an Anglo-French humiliation. F.D.R. abetted it on the transatlantic telephone, but it was Chamberlain's and Daladier's failure, not ours. So with the British evacuation of Dunkirk two years later: we were heartsore observers, no more.

Today's crisis is different. It is not Europe's but America's. It is not a question of our "backing" one side. We in America are one side. There is no capital outside the U.S.—not even London—with power to make a meaningful anti-Communist decision.

Yet such decisions must be made. Said a thoughtful Briton to an American in London last week, "It may be that before this year is out we will be where we were in 1940—your Europe will consist of this island." This year, 1948, is a year in which American power can be Munich'd or even Dunkirk'd off the European continent. Within two years, according

to General Chennault, this can also happen on continental Asia. And these will be *our* Munichs, *our* Dunkirks—nobody else's.

3. What Our Government Has Been Doing

How did America get into such a menacing situation? Has our government been fast asleep? Well, it all goes back to our wartime alliance with Russia, which led our statesmen to base their peace plans too exclusively on the hope that the alliance would last. This hope led to certain fatuities and even a few international crimes. The appeasement of the Kremlin reached its climax at Yalta and at Potsdam. These disasters gradually opened Secretary Byrnes's eyes. He started the "patience and firmness" policy, prodded continuously by the patience and firmness of Senator Vandenberg. Their policy, a sort of crabwise motion away from appeasement, was highly educational but took nearly two years. Then came Marshall and the idea of "containing" Russian-Communist expansion in Europe by economic aid. ERP, the climax of this policy, put U.S. postwar diplomacy on the offensive for the first time. Our side seemed to be gaining, going forward—until Prague fell.

As everybody sees now, you can't build a successful foreign policy on dollars alone. General Wedemeyer, speaking on China, said last week he wouldn't send money abroad without "military aid to protect it. . . . We must think in terms of blood as well as treasure." What applies to China applies to Europe.

So that is where we are now: no more appeasement, dollars found necessary but not sufficient, talk of force. Perhaps there are the elements of a successful foreign policy here. It depends on how they are combined. The people have the right to expect their government to come up with a successful combination.

4. The How and Why of Force

The American people want Communism checked. They are probably readier to use force to check it than the government thinks. What kind of force and where?

The only respect in which America is at present well-armed is with atomic bombs. Even in air power, which would have to deliver the bombs, we have fallen woefully behind. Yet the atomic bomb, instead of our first line of defense, should be our last and most desperate resort. If we ever use it again, it will be a confession that American statesmanship has utterly failed—failed to find any alternative.

The first thing we must do, therefore, is to put our nonatomic defenses in better order. Secretary Forrestal is now taking the first steps by forcing his three defense departments to make some overdue decisions. We shall also need to expand our air force (as two civilian commissions have already recommended), to revive our Navy and to enlist a much bigger Army. The whole Universal Military Training debate may already be superseded by the need for a new draft. The question here is a technical one. There is no question about the urgency.

Having got these arms, what do we do with them? There lies the danger. Their purpose is not war but statesmanship.

As LIFE has said before, every great nation must have a double foreign policy. Ours is both to win the next war and to prevent it. To neglect either half of this double aim is to risk losing on both counts. Too many of our top

strategists know how to plan an all-out atomic war with Russia. Not enough of them have studied how to prevent that war by using a combination of force and diplomacy in key spots and at key moments. We have at last learned that we cannot win diplomatic victories over Communism without the backing of force, force with a meant threat to use it. We must now remember that the purpose of this force is not to destroy Russia but to contain and reduce Russian Communism.

For example, the next foreseeable test of Communism-versus-freedom is the Italian elections of April 18 (p. 37). These elections are crucial, and the State Department is in a tizzy over them but seems powerless to affect them. Now, why would an Italian vote Communist? For a variety of reasons, of which one very important one is fear. This fear, endemic throughout Europe, is the fear of the gun butt on the door, the fear that Communism will not recede but is destined to be Italy's future way of life. Father Lombardi has a good slogan: "Stalin won't see what you do in the ballot box, but God will." Too many Italians fear it will be the other way around.

A display of American planes over Italy on election day would not remove a shrewd Italian's fears. (Indeed it would lend color to the Communist propaganda.) But if he thought that an American long-term commitment to resist Communism lay behind those planes, he would think twice. One place the Italian looks for this commitment is in the development of Western Union, which he would like and will be asked to join. Then our best bet for a Communist defeat in the Italian elections is for us to accept the challenge presented by the Brussels conference. On our own initiative we should underwrite the security of Europe's Western Union by promising to go to war in its defense.

If we do not do that, the chances are we shall some day have to fight not to defend Western Europe but to liberate it. In that process we might be the agents of its utter destruction.

5. A Shield for Hope

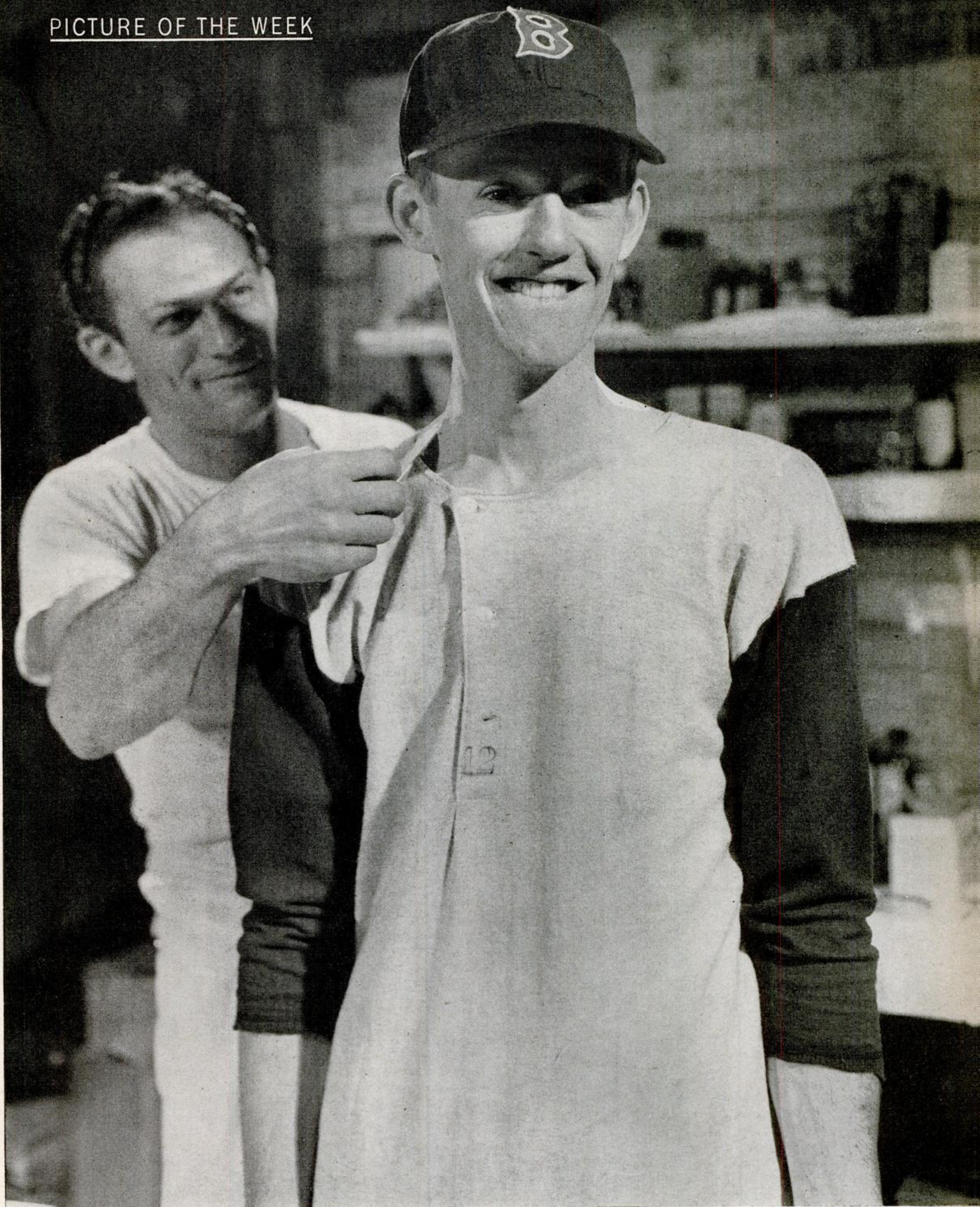
The other day old General Smuts told some American visitors (whom he greeted with a certain gravity as "our new masters") that they faced the "greatest crisis in human history," that "tomorrow the situation may be irretrievably lost," and that "the question is are we going to submit?"

No, of course we are not going to submit. For Americans the question is where, when and how do we make a stand? The answer is now, by diplomacy and force.

"After the final destruction of the Nazi tyranny," says the prehistoric Atlantic Charter, "they [Roosevelt and Churchill, later joined by Stalin] hope to see established a peace which will afford to all nations the means of dwelling in safety within their own boundaries, and which will afford assurance that all the men in all the lands may live out their lives in freedom from fear and want."

Freedom from fear should be the name of our new policy, freedom from fear for all our allies. We cannot help them achieve freedom from want without it. As in Asia, so in Europe: we must place a shield around our economic aid so that it has time to work and so that our allies, present and potential, of whom the world largely consists, may have their chance to regain or grow to strength in freedom.

PICTURE OF THE WEEK



THE BASEBALL ROOKIE, his face reflecting the eternal glow of optimism, is a far more reliable harbinger of spring in the U.S. than the first robin. Above is Morris McDermott, a 19-year-old left-handed pitcher from Elizabeth, N.J., who might have stepped right out of the pages of Ring Lardner into the training camp of the

pennant-seeking Boston Red Sox at Sarasota, Fla. McDermott's pitching arm, which was mostly skin and bone, was worked overtime in batting practice; his gawky neck, broiled by a relentless sun, had to be specially treated (*above*), and he became the butt of all manner of training-camp gags. But through it all he grinned as only a rookie can.



ON FLOODED AIR-LINE HIGHWAY OUTSIDE NEW ORLEANS, BUSES, CARS AND TRUCKS ARE STRANDED BY A PARALYZING 10.68-INCH RAIN. HUNDREDS OF PEOPLE WERE

BREAKUP OF A HARD WINTER

South has too much rain and the Midwest too much snow

Few winters in the U.S. have been more unpleasant than the one just past, and last week spring was happily in sight. But the weather, as usual, was pretty awful. Either it rained too much (in New Orleans, *above*) or it did not rain enough (in California, which was parched by a year-long drought). The Midwest was buffeted by a great snowstorm which stalled railroad snowplows in Kansas (*opposite*), left 10-foot drifts in the Oklahoma Panhandle, endangered

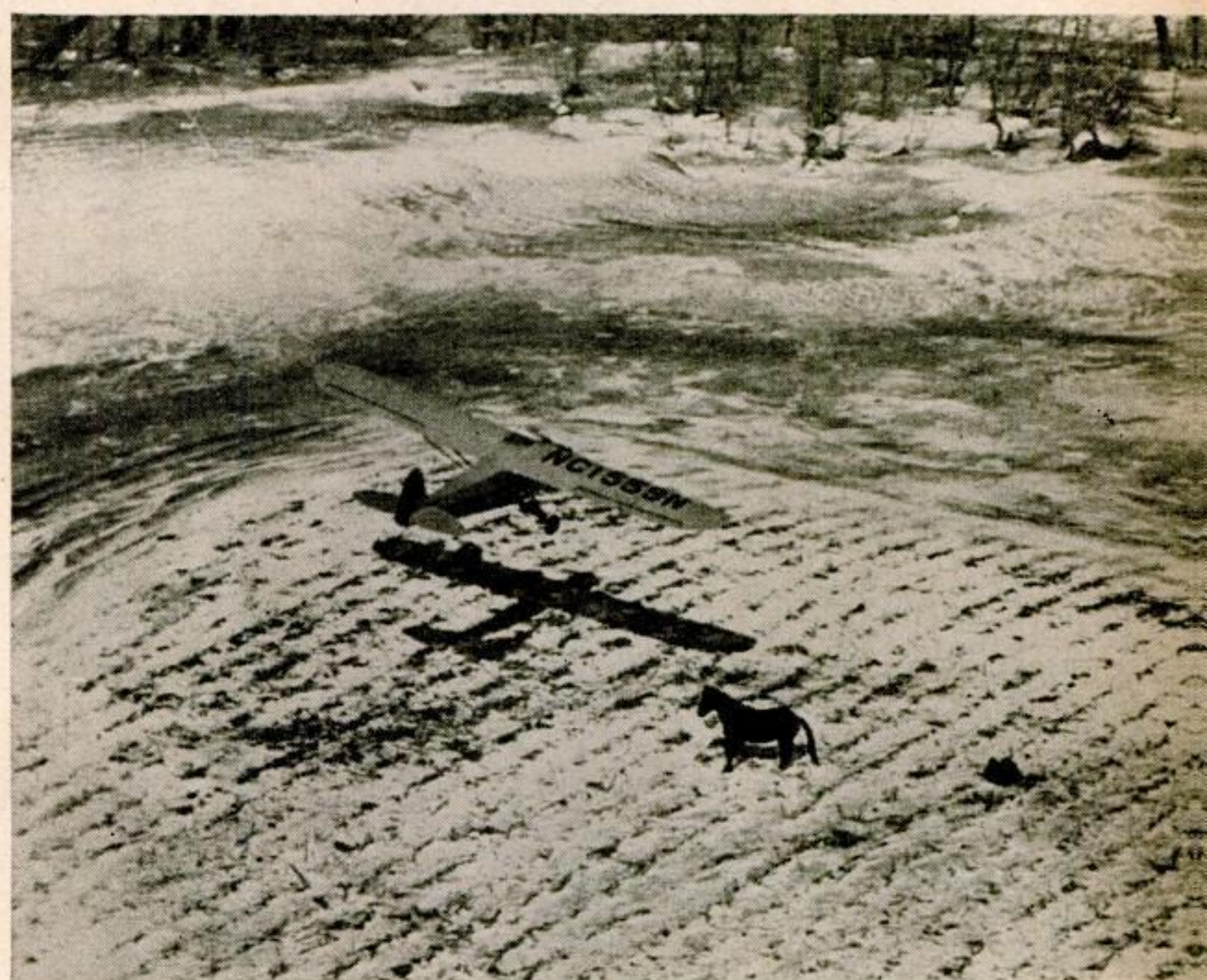


DRIVEN FROM THEIR HOMES BY CITY'S HEAVIEST 24-HOUR DOWNPOUR IN 21 YEARS

fruit crops in southern Texas. The snow was backed up by the most intense March cold recorded in U.S. weather history: the mercury plummeted to 38° below zero at Sanish, N. Dak., and at Denton, Texas a redbud festival had to be postponed when the redbuds stubbornly refused to bloom. But winter's frigid high jinks were becoming tiresome. People longed for green grass and picnic sunshine, echoing a wistful sentiment etched in the snow in the picture at right.



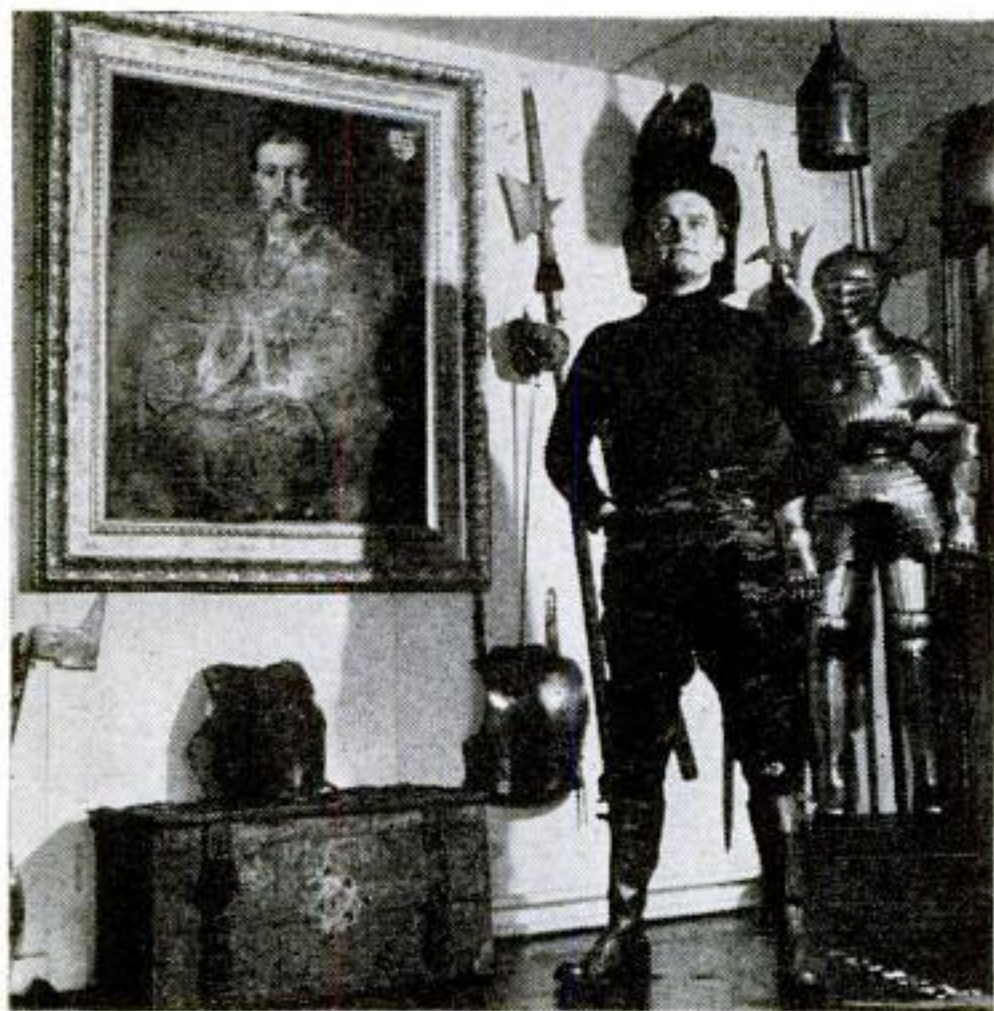
SNOWBOUND SNOWPLOW is stalled ahead of its engine on Santa Fe railroad near Windom, Kan., leaving crew marooned on the bleak prairie (*above*). Drawbar connecting snowplow to the locomotive snapped under the pressure of bucking the high drifts.



ICEBOUND HORSE (*above*), refusing to venture across ice of the frozen Pecatonica River northwest of Rockford, Ill., gets bales of hay from an airplane. Below: Martha Jane Snover of Elmira, N.Y. writes on back of a car a message that speaks for millions.







SIR ARTHUR CONAN DOYLE, who wrote Sherlock Holmes series, shares Adrian's wall with some old armor.

ESCAPISTS IN ARMOR

Two bored British gentlemen battle to bring back the days of chivalry

In England the stirrings of spring sent world-weary Adrian Conan Doyle, son of the late Sir Arthur, to the woods in a suit of 400-year-old armor. There, with a huge sword, Adrian merrily hacked at his similarly equipped friend, Douglas Ash, who hacked back with a will. To Doyle and Ash this retreat to the medieval way of life expressed their disgust with modern civilization, politics, the Labor government and contemporary British sports ("It's better," said Ash, "than kicking a leather pudding around"). However they fell somewhat short of the standards set by Richard the Lion-Hearted. Doyle had difficulty cramming his 6-foot frame into his 91-pound armor—medieval knights were smaller than modern man. And when he did get into it Ash fetched him a clout in the tasset straps which nearly tore off his iron pants and occasioned emergency repairs (*below*). However the combatants were so pleased with their sport that they decided to take up jousting on horseback. For other escapists less well financed Doyle and Ash suggested the substitution of quarter staves. This requires only a pair of wooden clubs, a cooperative friend and a fondness for being beaten senseless under a greenwood tree.



BATTLE DAMAGE gets attention from Doyle's wife Anna, who mends a strap weakened by a sword stroke.



AFTER THE BATTLE Adrian Conan Doyle (*left*) and his opponent, Douglas Ash, toast each other with small

goblets of wine. Swords, armor and helmets weighed so much that they had to stop and rest at dignified intervals.



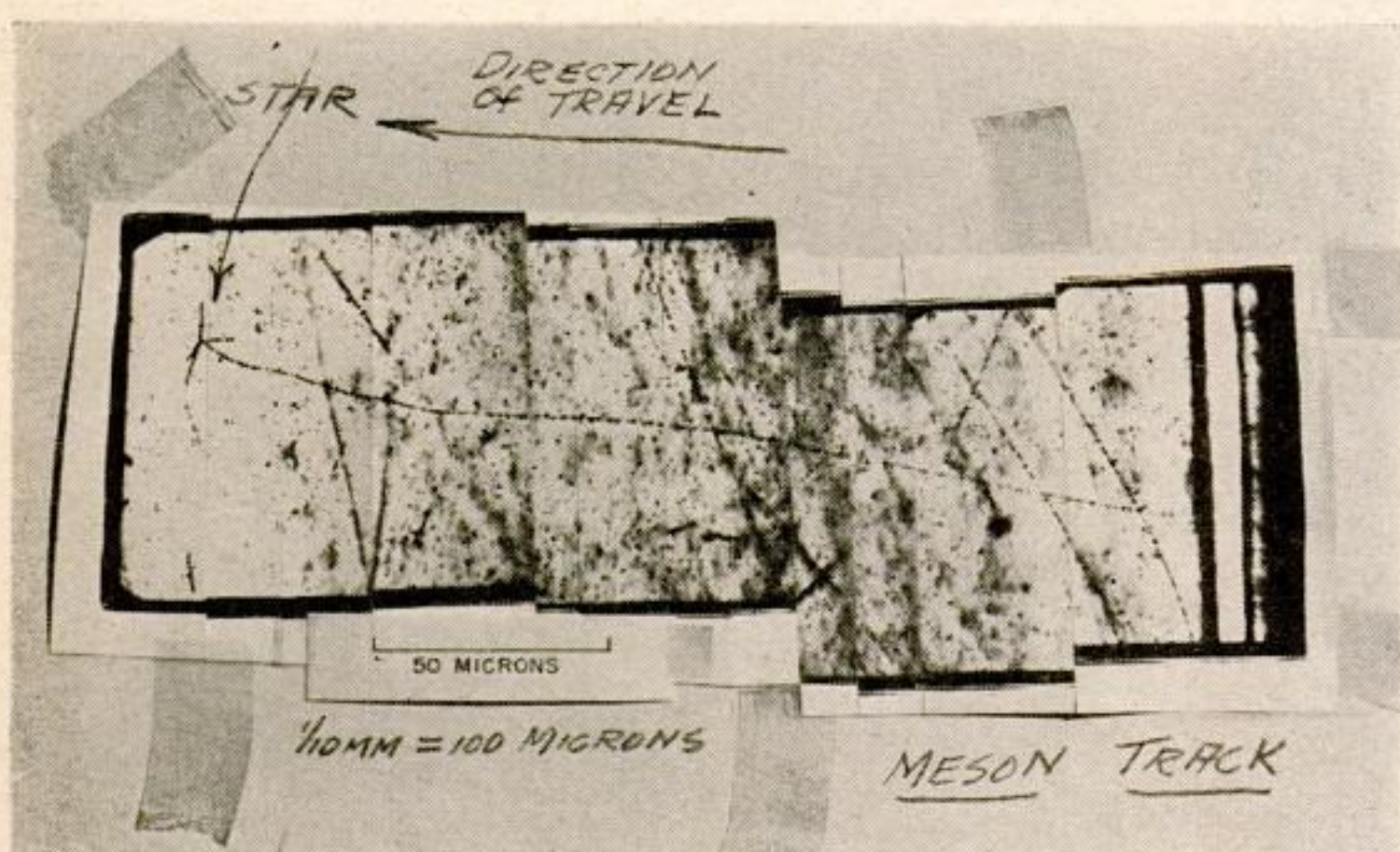
COLLECTION OF KEYS from medieval castles and cathedrals is another of Conan Doyle's hobbies. He is also

a painter and auto racer, who used to take his 70-year-old father on 120-mile-an-hour jaunts around the racetrack.



IN CONTROL ROOM OF GIANT CYCLOTRON DRS. LATTES (LEFT) AND GARDNER WATCH INSTRUMENTS WHICH SHOW PROGRESS OF MESON-PRODUCING EXPERIMENT

PHYSICISTS CREATE SUBATOMIC PARTICLES



MESON TRACK, magnified 375 times, shows clearly on composite picture made by joining the microphotographs of plate through which meson passed. "Star" at left was caused by explosion of a nucleus in emulsion when meson collided with it head on.

Last month in the University of California's famed Radiation Laboratory, Physicists C. M. G. Lattes and Eugene Gardner created artificially that most ephemeral and mysterious particle of matter, the meson. Their achievement, possibly the greatest advance in basic science since the discovery of uranium fission, has none of the practical applications of the deadly element produced by the first atomic pile. But man-made mesons, observed in their relationship with other subatomic particles, may prove to be of even greater importance by revealing new facts about the nature of matter.

Mesons are infinitesimal particles knocked from the nuclei of atoms by cosmic rays. Their life span may be as little as one millionth of a second. Although their function is almost unknown, many scientists believe that they may supply the binding force that holds nuclei together. Up to now mesons have been hunted at high altitudes with special film which occasionally recorded their passage. To improve on this unrewarding method Dr. Gardner and his 23-year-old Brazilian associate Lattes put their cyclotron to work bombarding various materials with helium nuclei in the hope of dislodging mesons artificially. They tested methods of bombardment and ways of recording results without finding a trace of the elusive particles. On Feb. 21 they hit on a procedure which yielded definite results: through the photographic plates set up next to the target were the unmistakable wavy tracks of mesons—and in a concentration 10 million times higher than could be found in nature.

WHEN THEY
 "COME FOR A MINUTE"
 AND
Stay for a meal

You're always ready when you've Campbell's Soups
 on hand — tempting, nourishing, satisfying

It's beef straight through — fine invigorating broth
 simmered from lean beef, then golden noodles steeped in
 the broth, and tender pieces of beef generously added.
 You'll find Campbell's Beef Noodle Soup a welcome
 dish to set before a tableful of hearty appetites. And a
 great soup to make unexpected guests feel at home!

Campbell's BEEF NOODLE SOUP

Lucious, red-ripe tomatoes — specially grown
 from special seed, make "The soup most folks like best!"
 Campbell's Tomato Soup is made by an exclusive recipe
 calling for fine table butter and a whisper of seasoning.
 Add milk instead of water for an extra-delicious and
 extra-nourishing cream of tomato. Keep it on hand!

Campbell's TOMATO SOUP

Honey, hearty, hefty best describes this dish; it's
 not really a broth, but a substantial soup. The thick,
 nourishing meat stock brims with fine vegetables, good
 barley and tender pieces of mutton. These days, when
 purse as well as palate must be considered, you'll find
 Campbell's Scotch Broth is Value with a capital V!

Campbell's SCOTCH BROTH

LOOK FOR THE RED-AND-WHITE LABEL



SHE TOO IS WEARING A STETSON, THE MISTRAL, \$8.95. OTHER STETSON MILLINERY FASHIONS FROM \$5.95.



Alan Ladd is currently starred in Paramount's "Saigon."

What! Two Alan Ladds?

Yes, here you see *two* Alan Ladds. Not two *different* people, but *the* Alan Ladd dressed for two different occasions. What's so unusual about *that*? Nothing at all. Being well-dressed is just that simple—wearing the *right* clothes at the *right* time! Alan Ladd is among Hollywood's best-dressed men. On the left, he's

dressed casually, with the youthful Stetson Week-ENDER. Color: Cadet. On the right, he's more formal, with the Stetson Whippet. Color: Sycamore. It's easy to be dressed right for *your* many roles in life. Just select what you wear, carefully, to suit the occasion. Then top it off with the *right* Stetson!

Going to the studio, Alan wears ...



The Stetson Week-ENDER, \$10

And on an evening date ...



The Stetson Whippet, \$10

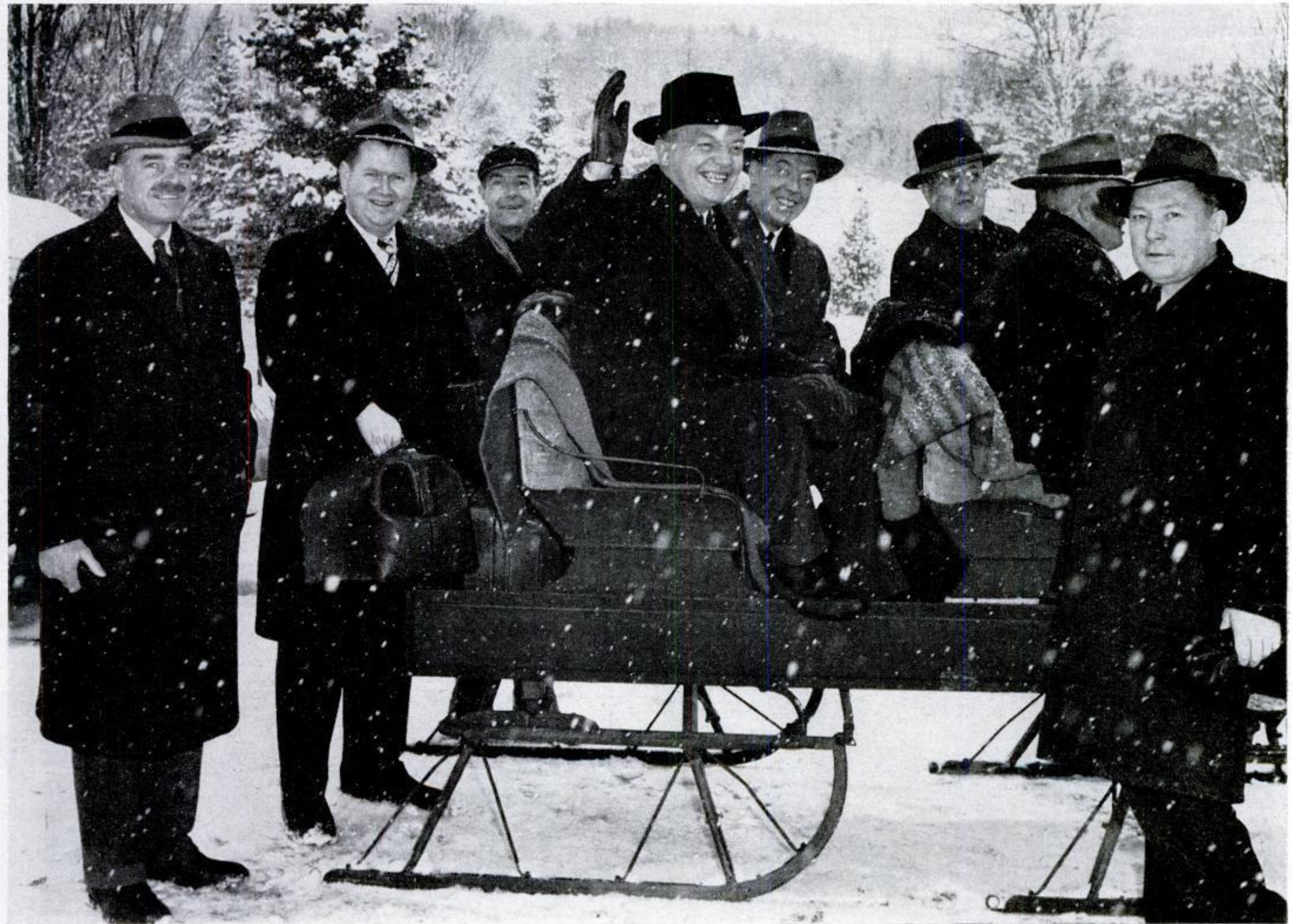
Dress for the occasion with— **STETSON HATS**

More people wear Stetson Hats than any other brand. Stetson Hats are made only by John B. Stetson Company and its subsidiary companies in the United States and Canada.

PEOPLE

Republican Candidate Harold Stassen (*below, center*) went to New Hampshire last fortnight to campaign against Candidate Dewey in the first 1948 presidential primary. He got a warm reception in the chilly weather, but Dewey won six of the state's eight G.O.P. convention delegates. The New Yorker (for "The Case for Dewey" see

page 132) found the outcome "heart-warming." Stassen was merely "encouraged," vowed he would beat Dewey in the Wisconsin primary April 6. But at week's end both Dewey and Stassen had a new factor to contemplate: how would the newly announced candidate, General Douglas MacArthur, do in his native Wisconsin?



WINNING WOMEN, headed by Town President, Helen McCall (*standing*), ran for re-election against a male opposition slate on March 8 and made clean sweep of all village offices in Grass Lake, Mich. (pop. 810). The wom-

en campaigned on last year's record, which included such reforms as giving the water tank its first coat of paint in nine years and getting new bearings for the village water pumps, and promised to fix the sidewalks in 1948.



IT HAPPENS IN *TWO SECONDS*

Within two seconds after starting his swing, a hockey star sends the puck streaking across the ice at upwards of 85 m.p.h.



And as this glass-of-water test proves, within two seconds after you take Bayer Aspirin, it's ready to go to work to bring

FAST PAIN RELIEF



Don't let a cold cause you needless suffering. To quickly relieve painful cold symptoms, take two Bayer Aspirin with a full glass of water. Then, if sore throat accompanies your cold, gargle with three Bayer Aspirin dissolved in one-third of a glass of water.

Relief comes fast, for Bayer Aspirin is ready to go to work within two seconds. The reason is that when it's made, three important steps are taken—not just one.

Remember—Bayer Aspirin's single active ingredient is so effective doctors regularly prescribe it for pain relief; is so gentle to the system, mothers give it even to small children on their doctors' advice.

You can use Bayer Aspirin with confidence. No other pain reliever can match its record of use by millions of normal people—without ill effect. So when you buy, the thing to do is buy by name—ask for genuine Bayer Aspirin.

To relieve painful discomfort of a cold,
take

BAYER ASPIRIN

PEOPLE CONTINUED



FUTURE QUEEN Elizabeth and the Duke of Edinburgh expect their first child "before November." Although her condition has not yet been officially announced, it explains some recent changes in her social schedule. She has canceled two trips with her family, now goes to more operas (*above*), fewer dances.



DUNKING QUEEN, 100-year-old Susan Stewart, won a doughnut-dunking contest last month, was proclaimed the world's oldest doughnut dunker, got a plane ride to New York (*above*). Upon arrival she said her greatest desire was to see the Brooklyn Bridge. An old friend of hers, W. A. Roebling, had built it.

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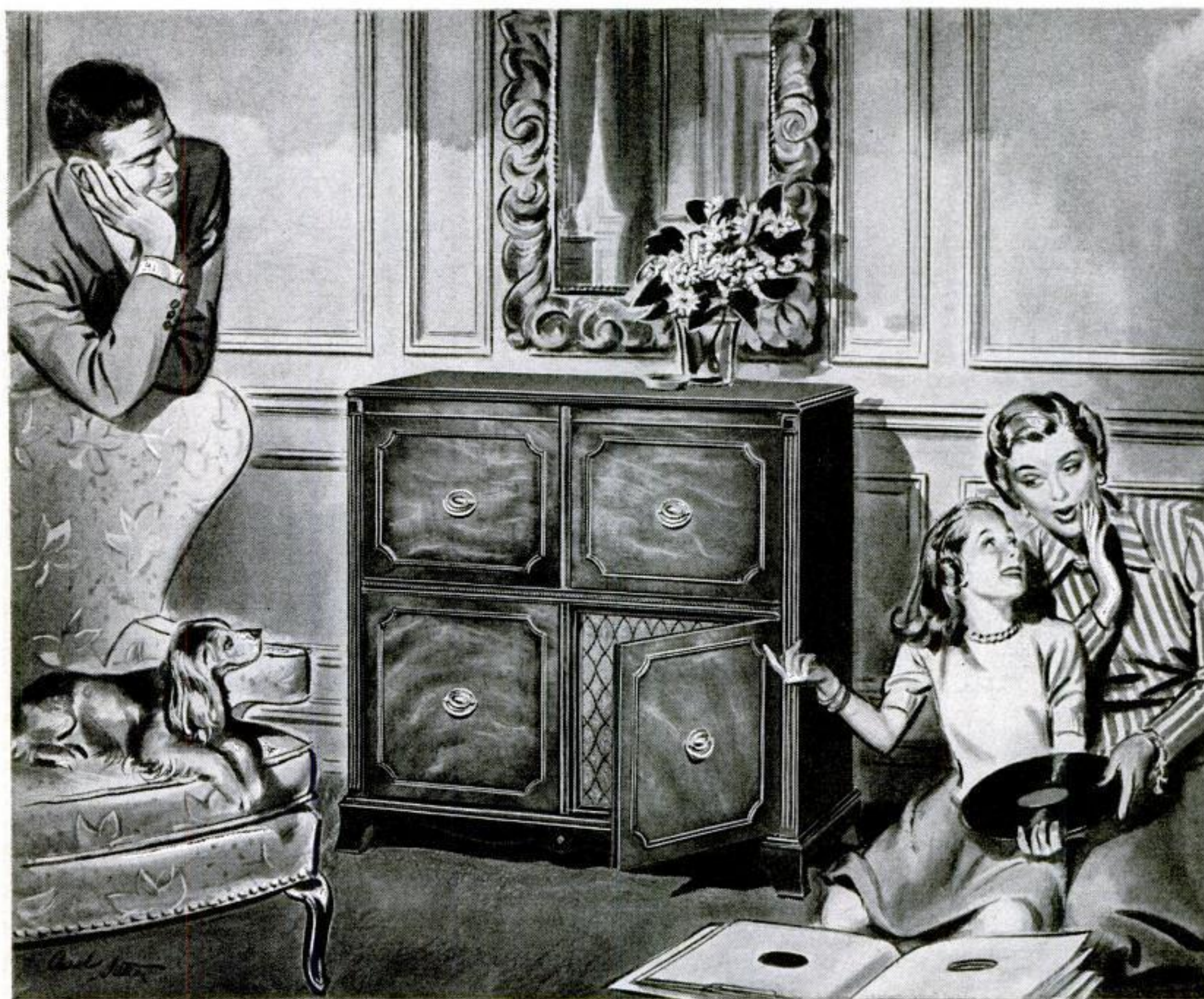


Mother was tickled pink that Dad had the last word!

"STOP!" Dad said, "Let's not rush into this matter of a new radio!" We couldn't quite make him say yes. Even after a second cup of Mother's coffee! So Mother waited a few days. Then, unexpectedly—by the merest "coincidence"—we all found ourselves in front of a store that sells Stromberg-Carlson!



"LOOK!" Mother said, "Have you ever seen such exquisite cabinets! Tom dear, can't you imagine that lovely Hepplewhite in *our* living room!" I could see Dad was beginning to weaken. He's rather proud of his appreciation of fine furniture.



"HEPPLEWHITE"...For the living room. FM-AM radio-phonograph combination in authentic 18th century design. Automatic record changer with automatic stop. Hand-rubbed mahogany veneers.

"LISTEN!" said Dad, as he tuned in an FM station. "That's so true to life, I feel I ought to step up and shake hands with the maestro!" Then we feasted our ears on some Strauss records and a few standard broadcast programs. Next thing we knew, Dad was telling *us* that what our home needed most was a new Stromberg-Carlson! . . . "Tom," said Mother, "I've never been so happy—to let *you* have the last word!"

See the difference—hear the difference. Visit your Stromberg-Carlson dealer—listed in the classified pages of your 'phone book. Then you will appreciate what Stromberg-Carlson's 54 years' specialization in high fidelity sound reproduction means in finer radio-phonograph performance.

Radio-phonograph combinations from \$199.50 to \$625.00—Table models from \$34.95. (Slightly higher in South and West.) Also, brilliant new television in console and radio-phonograph models. ❀

***STOP!-LOOK!- and LISTEN!... THERE IS NOTHING FINER THAN A
STROMBERG-CARLSON**

©1948, Stromberg-Carlson Company, Rochester 3, N. Y.—In Canada, Stromberg-Carlson Co., Ltd., Toronto

Radios, Radio-Phonographs, FM and Television • Sound Equipment, Industrial and Intercommunication Systems • Telephones and Switchboards



"DYNATOMIC"...for the bedroom or kitchen. Table AC-DC model of unusual power and tonal richness. Plastic cabinet in brown or ivory.



Frank Medico pipes have the replaceable filter that

- absorbs juices
- collects flakes and slugs
- reduces tongue bite

Not a hollow tube! Only this patented filter has the 66 baffles that whirl smoke cleaner and cooler into your mouth. Replace when discolored.

Frank Medico V.F.Q. (Very Fine Quality) Bowls of rich-grained beauty. Wide variety of shapes. With 10 filters. . . . \$2

Frank Medico Standard Quality, still . . . \$1

S. M. FRANK & CO., INC., NEW YORK 22



CONVICTS' CHAMPION Paul Dillon, who once managed Truman's senatorial campaign in St. Louis, admitted to an investigating committee March 9 that he got a \$10,000 fee from four gangsters, but he insisted that his knowing the President had nothing to do with their paroles from prison last summer.



SKATING CHAMPION Dick Button, 18, the first American to win the Olympic men's figure-skating title, got a hero's welcome when he returned home to Englewood, N.J. March 10. Townspeople proclaimed Dick Button Day, plastered the town with his portrait, gave him a parade, a dinner and a silver tray.



BARNSTORMING CHAMPION Joe Louis, on a two-month exhibition tour of England, bumped into old challenger and ex-British heavyweight boxing champion, Tommy Farr, in London last week. They talked over the bout they fought in 1937 (which Louis won), sat down to a genteel cup of tea (above).

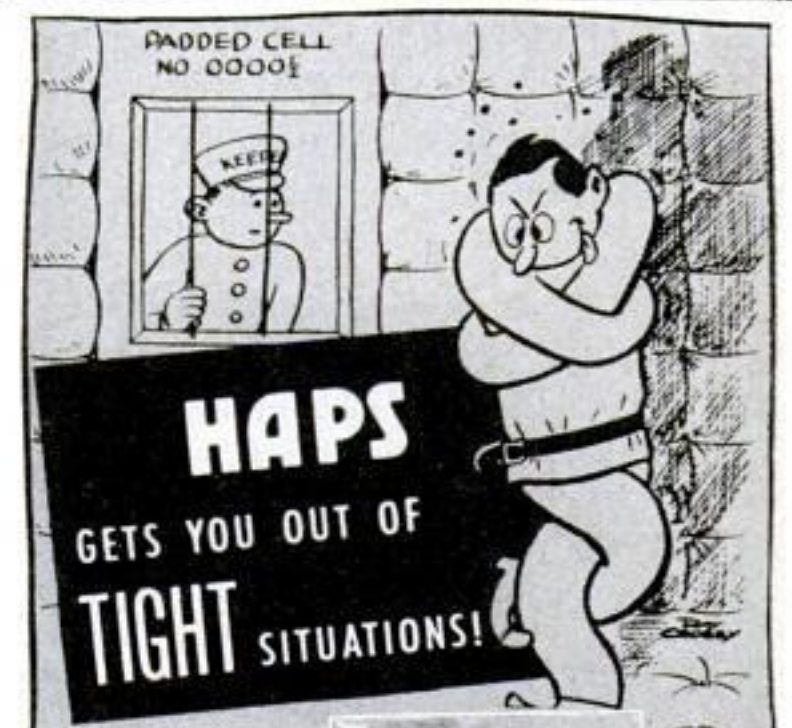


Walk on Air!

Enjoy amazing cushioned comfort and healthful protection . . . in

Airfilm Shoes by Crosby Square

So you insist on comfort. Well, Airfilm Shoes are made for you. Between the insole and outsole — from heel to toe — lies a layer of springy Airfilm, honeycombed with sealed air cells. You walk on compressed air. Your feet are cushioned against the shocks of pavement-pounding, and insulated against hot summer pavements. . . . Of course, you also insist on correct appearance. Airfilm Shoes offer a selection of handsome styles. See your Crosby Square dealer now. Patented — Airfilm is exclusive with Crosby Square — cannot be duplicated. *The House of Crosby Square, Division of Mid-State Shoe Co., Milwaukee, Wisconsin*



Don't let tight, binding, pinching underwear drive you crazy! Wear HAPS, the ONE-PIECE comfort sensation that cannot creep or bunch. There's nothing like it in design, knit and construction; in cool, absorbent ease. Try it! Guaranteed more comfortable and convenient than the underwear you wear now, or money back. \$1.95 up



FREE BOOKLET. . . . Vital comfort secrets explained in our interesting HAPS booklet; write for your copy today!
AUGUSTA KNITTING CORP., 706 BROAD STREET, UTICA 2, N.Y.



Name it...and Serve it!

**91 new, easy ways to feast
on whatever you like . . . whenever you like!**



OUT-OF-SEASON TREATS . . . whenever you like! Buy choicest fruits, vegetables, meats, seafood and poultry when they're plentiful and at their best! Freeze and store for use when your appetite dictates. You shop when you want . . . buy what you want . . . eat what you want *whenever* you want it!



SAVES HOURS IN THE KITCHEN! No need ever again for meal-planning jitters. You now cook and bake in batches . . . several pies . . . doughnuts in droves . . . chicken-a-laking, stews, baked beans . . . enough of each for several meals. Then freeze them for use *whenever* you like . . . days or weeks later!



A BETTER LIFE! Lay in advance supplies of delicious frozen foods—keep a gallon or two of your favorite ice cream on hand. Freeze completely prepared dinners, too. You just heat-and-serve. No fuss—no muss. And what a heaven-sent blessing this will be when unexpected guests drop in!



FREE! Shows you amazing, new short cuts in the kitchen . . . how to save on food bills . . . enjoy better, more interesting meals with out-of-season foods all year 'round. Your nearest Kelvinator dealer will be happy to give you a copy. You'll find his name in the yellow section of your phone book.

New 1948

KELVINATOR HOME FREEZER!

Look at the name . . . Compare the performance . . . Look at the price!

COMPARE IT FOR REPUTATION! The new Kelvinator Home Freezer is built by the oldest manufacturer of refrigerating cabinets for the nation's ice cream and dairy industries . . . equipment which must give unfailing performance under the most trying conditions. This is your assurance of the best in engineering.

COMPARE IT FOR PERFORMANCE! Exclusive Kelvinator design places all foods within 7 inches of a sub-zero surface! For speed, freezing section has an *extra* refrigerated surface. Top-opening design keeps cold from spilling out—saves current. Removable racks make storage and food-selection easy.

COMPARE IT FOR DEPENDABILITY! The new 1948 Kelvinator Home Freezer is plus-powered and temperature-protected by Kelvinator's Polarsphere refrigerating unit. Sealed in steel, permanently lubricated, this famous cold maker is your soundest assurance of economical, trouble-free performance.

COMPARE IT FOR VALUE! It's full 6 cubic feet—requires no more kitchen space than conventional 4-foot freezers. It stores 210 pounds of packaged frozen foods. Speed-freezes 25 pounds at a clip. And you'll be amazed when your dealer tells you how easily you can have it for your own!

KELVINATOR DIVISION, NASH-KELVINATOR CORP., DETROIT



Kelvinator — of Course!



Swell for Supper...for Saving, too

Lima Bean Casserole cooked with



Here — good cooks — is an inexpensive main dish that's truly a triumph of appetite-appeal!

It's so easy to prepare *and* so appetizing because it's made with Hunt's Tomato Sauce.

Hunt's comes to you ready to use. And it's *such* a bargain. Why, more than *four* tomatoes are used to make one can! Yet it costs you only a few cents!

That wonderful flavor comes from slow kettle-simmering — with fine seasonings and spices. Umm! Rich and thick and smooth.

And Hunt's is so easy to use. Just cook it into your low-cost everyday dishes... stews, spaghetti, meat loaf, fish, soups, rice, eggs, cutlets. And leftovers.

Better buy several cans at your market right away! For just a few cents a can — a bargain in wonderful flavor.



← the wonderful cooking sauce from California



Lima Bean Casserole

- 1 lb. dried lima beans, cooked and drained
- 1/2 lb. sausage meat
- 1 medium onion, finely chopped
- 2 (8-oz.) cans Hunt's Tomato Sauce
- 1/2 can lima bean water
- 1 teaspoon salt 1 tablespoon brown sugar
- Dash of poultry seasoning

Cook meat and onion until lightly browned, stirring to break meat into small bits. Drain off all but 3 tablespoons of fat. Add Hunt's Tomato Sauce, water, salt, brown sugar, and poultry seasoning. Place lima beans in casserole. Cover with sauce. Bake in moderate oven (350°F) 30 minutes. Makes 4 delicious servings.

Hunt-for the best

Hunt Foods, Inc., Los Angeles, Calif.



THE ACTING BRANDOS—JOCELYN AND HER YOUNGER BROTHER MARLON—SIT GRAVELY FOR THEIR PHOTOGRAPH. SHE CALLS HIM BUD AND HE CALLS HER TIDD

THE BRANDOS

A brother and sister from Omaha
act in Broadway's two big hits

When Marlon Brando opened in *A Streetcar Named Desire* this season, he created the same kind of stage excitement John Barrymore created when he was young. His deeply meant acting and oddly compelling way of speaking showed that he was an actor of real stature. *Streetcar* and Brando both became hits. Last month, another Brando came along—Marlon's sister Jocelyn, who plays the nurse with the birthmark in *Mister Roberts*. *Roberts* also became a huge success and the Bran-

dos, who come from Omaha, took a family monopoly on New York's biggest dramatic hits.

Jocelyn, who has never had important roles before, is quiet and domestic. Marlon, who was in *I Remember Mama* and *Candida*, is moody and unpredictable. He has turned down good roles because he did not like them. He is very forthright. When a lady in *Streetcar*'s audience a few nights ago became too talkative, he walked to the footlights and told her to keep quiet, which she did.



LUCIEN LELONG
Lip Service

It's new — it does for your lips
what lipstick alone has never done — can never do

● Brilliant new duet for your beauty! A Lucien Lelong Lipstick teamed with an ingenious applicator that outlines your lips with swift perfection . . . smoother, lovelier . . . never before so flawless in color and contour.

Lucien Lelong Lip Service, of fluted gold-tone metal, is truly a jeweler's piece . . . with lipstick and applicator thoughtfully chained together so that neither can escape your hand. Gift-packaged, and a compliment to every woman.

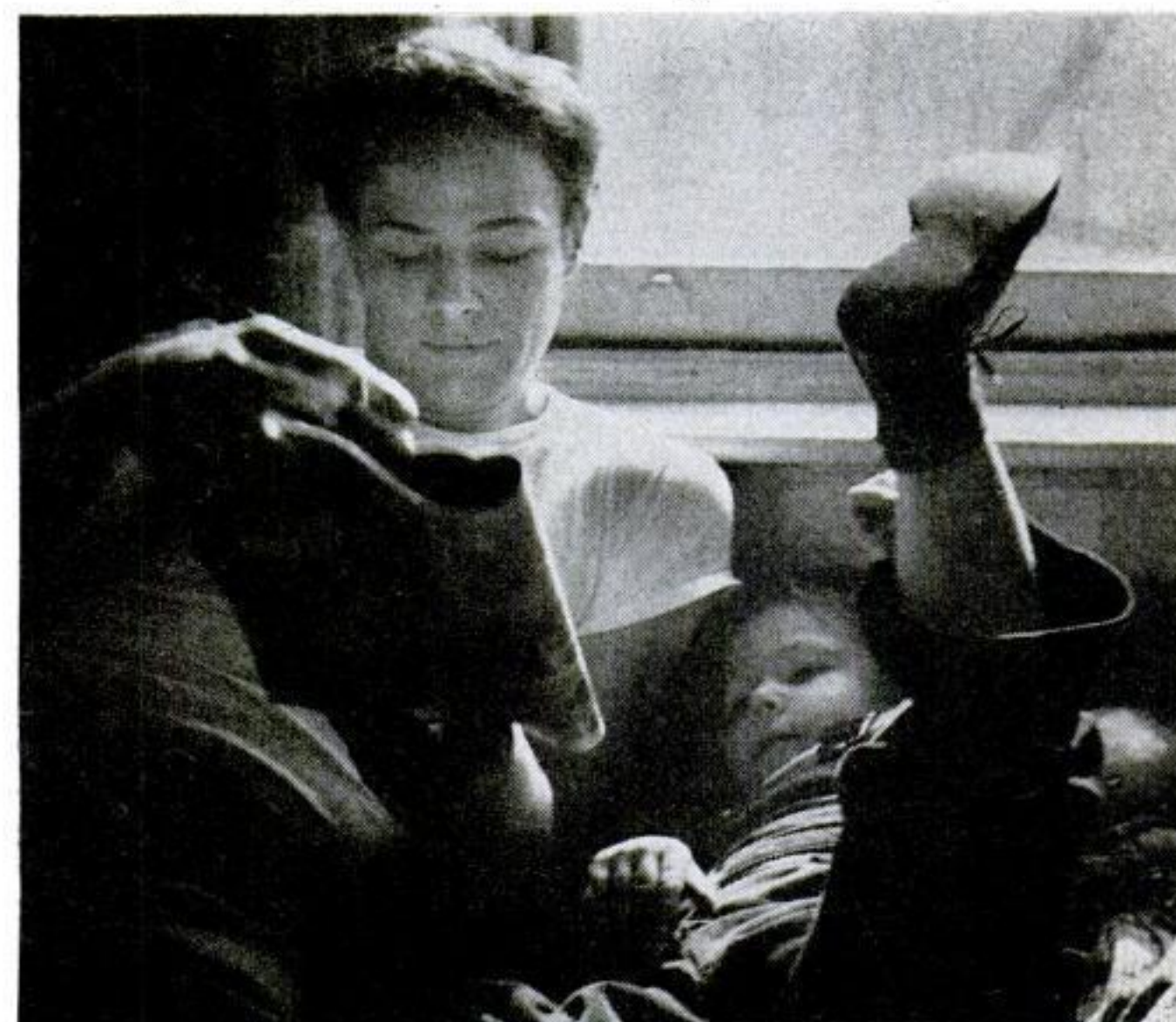
In eight couturier-keyed lipstick colors. \$2 plus tax
In 14K gold case, \$250, including tax

LUCIEN LELONG

The Brandos CONTINUED



FOR HOMEWORK Jocelyn emotes her nurse's part in *Mister Roberts* for the benefit of her son David and her husband Don Hanmer, who is himself a very promising young actor. They use photo-flood bulbs for heat in their humble cold-water flat. A gas stove in the kitchen provides the only other warmth.



AS A BABY-SITTER Marlon sometimes drops into his sister's apartment to take care of her only child David, aged 4, while Jocelyn and her husband go out. Here Marlon reads to him from *Bambi*, was so overcome by the tragic death of Bambi's mother he almost wept. David, unmoved, only waved his foot.



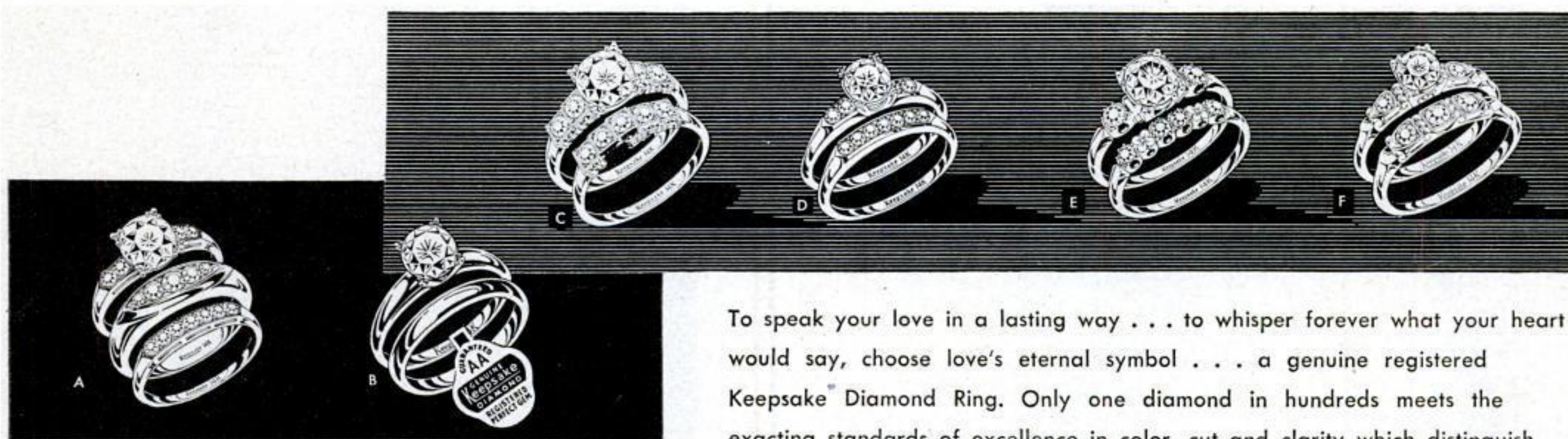
FAMILY MEETING is held at flat of Marlon's other sister, Frances. From left to right: young David; Jocelyn; her husband Don; the other Brando sister, Frances; Marlon; Frances' husband, Dick Loving and their daughter, Julia. Frances and Dick, both painters, also live in a \$23-a-month cold-water flat.

CONTINUED ON PAGE 56

GENUINE REGISTERED
Keepsake
 DIAMOND RINGS
 Trade Mark Registered



A wonderful way to say "I love you!"



To speak your love in a lasting way . . . to whisper forever what your heart would say, choose love's eternal symbol . . . a genuine registered Keepsake Diamond Ring. Only one diamond in hundreds meets the exacting standards of excellence in color, cut and clarity which distinguish every Keepsake Diamond. Identify Keepsake by the name in the ring, and the words "guaranteed registered perfect gem" on the tag . . . as illustrated. Let comparison prove that a Keepsake gives you higher quality and greater value than an ordinary ring of the same price. Better jewelers are authorized Keepsake Jewelers. Prices from \$100 to \$5000.



A. HOLLISTER Ring Also \$450 to 1100 Wedding Ring Man's Diamond Ring Available at \$75 to 200 to match all engagement rings	750.00 150.00 100.00
B. HEATHER Ring Also \$100 to 2475 and in platinum \$300 to 3450. Wedding Ring	350.00 12.50
C. CASCADE Ring Wedding Ring	450.00 150.00
D. SHELBY Ring Wedding Ring	175.00 125.00
E. HUDSON Ring Wedding Ring	225.00 75.00
F. AURORA Ring Wedding Ring	125.00 62.50

Look for the name "Keepsake" in the ring, and require the Keepsake Certificate of Guarantee and Registration.

All rings illustrated available in white as well as natural gold. Rings enlarged to show details. Prices include Federal tax.

KEEPSAKE DIAMOND RINGS, A. H. Pond Co., Inc.
 120 E. Washington, Syracuse 2, New York

Please send the useful 20-page book, "The Etiquette of the Engagement and Wedding" . . . a complete guide to social correctness in planning the betrothal and wedding events . . . with illustrations and prices of Keepsake Rings and the name of the nearest Keepsake Jeweler. I enclose 10c to cover mailing.

Name.....

Street and No.....

City..... L 3-22-48

Keepsake - Traditionally through Six Decades the Choice of America's Loveliest Brides

B.V.D. puts the ACTION in Sport Shirts



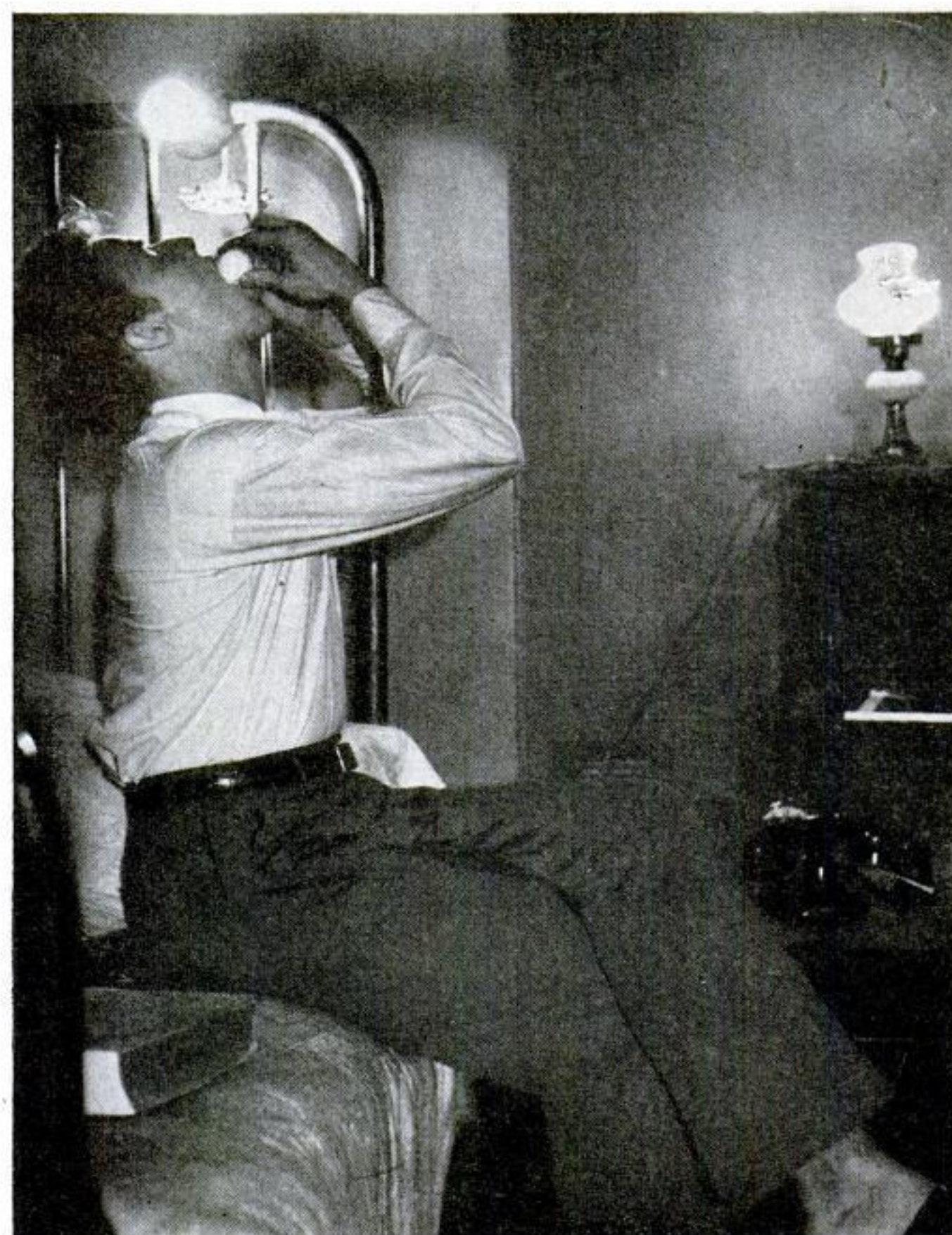
It's a break for you in comfort and in style, when your cue is "B.V.D." Rack up another high score for smartness, with the famous "Ruggers" shirt by B.V.D., the shirt that puts you in a freedom frame of mind. Cut for comfort, built for action-freedom, and fit for a king. Double purpose collar means you're never behind the social 8-ball—you can wear it with or without a tie.



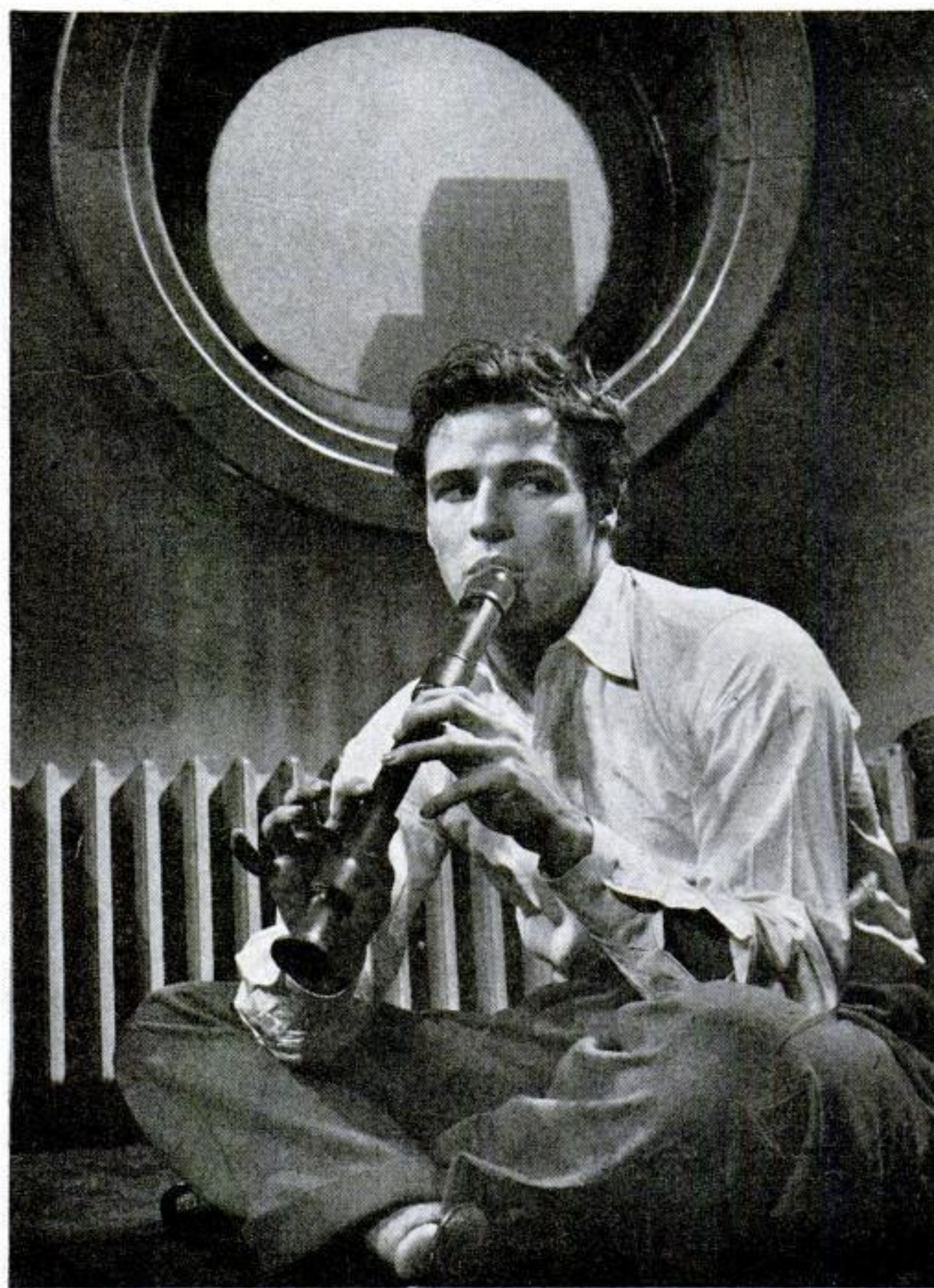
B.V.D.
BRAND

"Next to myself I like 'B.V.D.' best!"
"B.V.D." AND "RUGGERS" TRADEMARKS ARE REG. U. S. PAT. OFF.

The Brandos CONTINUED



EATING A RAW EGG for breakfast is a custom with Marlon. He says it saves time. Marlon lives in a cluttered two-room attic apartment in New York's genteel old Murray Hill district. Next to his big brass bed is a small red piano which he plays moodily. He likes to sleep late, hates to answer the telephone.



MUSICAL MARLON tootles on a recorder, an archaic kind of wooden flute. He also performs on it through his nose, his specialty being *The Sheik of Araby*. A good drum player, Marlon goes in for weird effects on tom-toms and voodoo drums. He is engaged to a South American girl who likes drums, too.



For a Treat
instead of a Treatment
treat yourself to
OLD GOLDS

Your Taste is the only
testimonial **Old Gold** gives
a hoot about!





COPYRIGHT 1948, THE INTERNATIONAL SILVER CO., MERIDEN, CONN. GOWN BY PAULINE TRIGÈRE

Heart-warming thought of a recent bride...

"There's that little thrill of pride again! I feel it every time I see my table set with 1847 Rogers Bros. I'm glad I chose the finest silverplate. Each knife and fork and spoon is made as beautifully as solid silver is!"

REMEMBRANCE

FIRST LOVE

ADORATION

ETERNALLY YOURS

TUNE IN: "THE ADVENTURES OF OZZIE & HARRIET," FRIDAY, 9:30 P.M., E.S.T., CBS.

1847 ROGERS BROS.

America's Finest Silverplate — For over 100 years

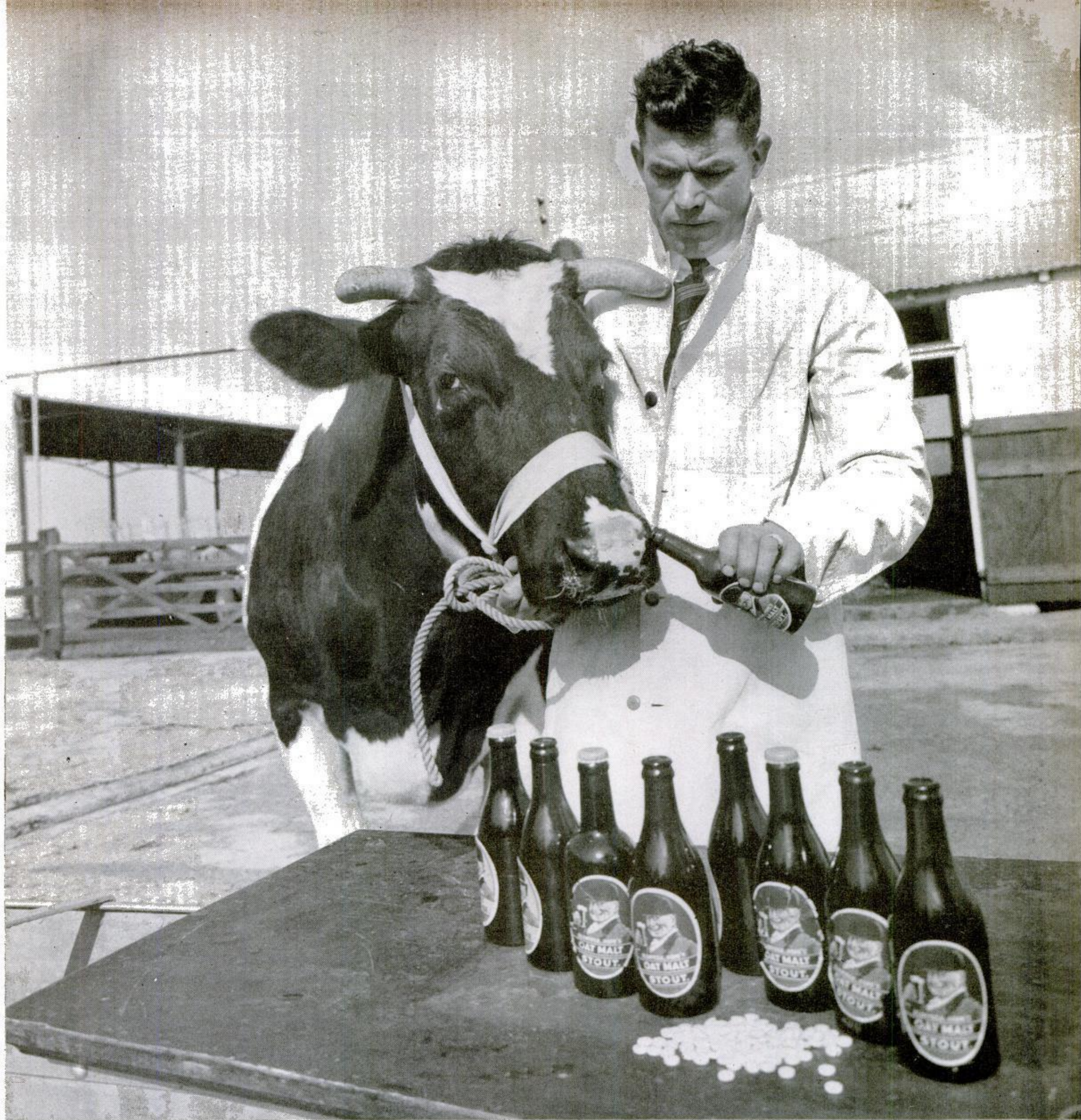


Do you know the price has not been raised?

1847 Rogers Bros. silverplate is one product that has not gone up in price. 52-piece service for eight, \$64.75, with chest!

A practical purchase today—a proud possession always! For no other silverplate has such timeless beauty and enduring quality. Each piece has beautifully wrought ornament, fine balance, a perfection of finish you usually find only in solid silver.

So choose the silverplate more women own and love than any other. Look for the yearmark "1847." Nothing you buy for your home will give you more *lasting* pleasure!



ON A FARM IN ENGLAND KEEPER BILL HOBBS, WHO "CARES FOR HER EVERY WHIM," GIVES WORLD CHAMPION BRIDGE BIRCH HER RATION OF STOUT AND ASPIRIN

BEER-DRINKING COW SETS WORLD RECORD

Aided by aspirin and stout, Bridge Birch yields 45,081 pounds of milk

On March 1 a bleary-eyed, drop-horned and also knock-kneed 9-year-old Friesian cow named Bridge Birch (*above*) of Moortown Farm, Hampshire, England, concluded a lactifluous year by producing her 45,081st pound of milk. She thus outstripped the world's record of 41,943 pounds in 12 months, established in 1942 by an American cow named Carnation Ormsby Madcap Fayne.

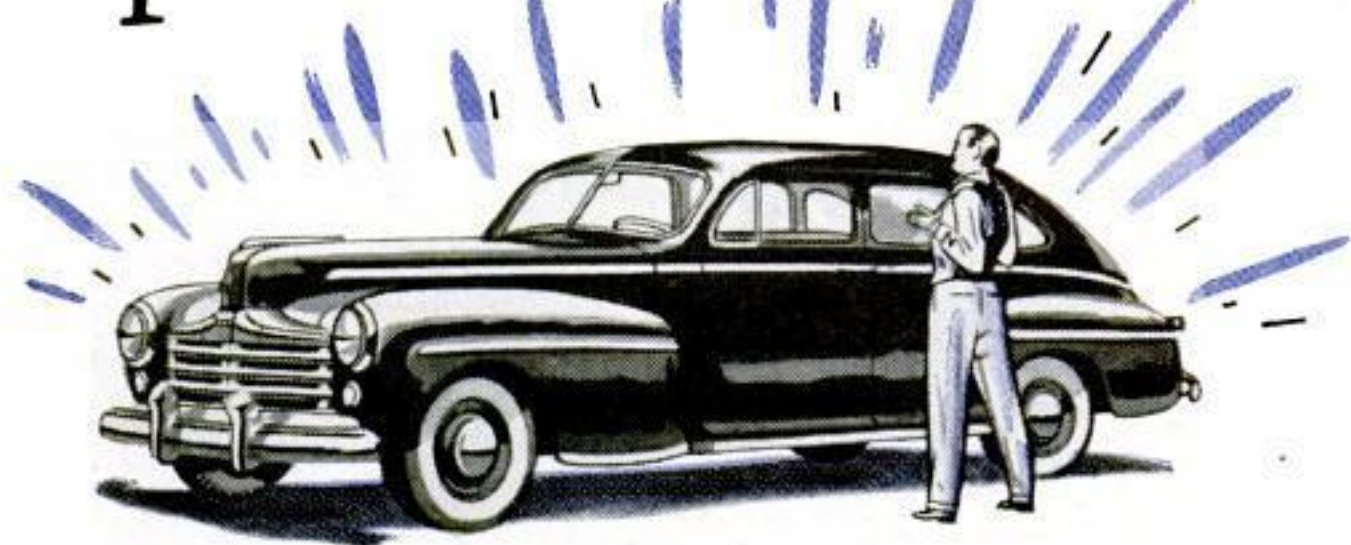
In addition to extra supplies of food, Bridge

Birch got a daily ration of eight pints of stout ("To loosen her up," her keeper said). Sometimes this was spiked with 10 aspirin tablets ("Tightens her," said the keeper). Nonetheless Bridge Birch's record was acclaimed by undernourished, production-conscious Englishmen, except for a few temperance leaders who feared she might mother a herd of bovine alcoholics. "Please knock off the stout," they wrote to her owner, "but gradually."



KEEPER HELPS COW swallow a pint of stout. The beverage is not rationed but is hard to obtain in England.

Keep Your Car's "NEW LOOK"



There's nothing like a clean, bright appearance to pep up your car's personality. These special Ford "Beauty Aids" add new glamour to your car—quickly, easily and more economically.



For the BODY BEAUTIFUL

Ford Body Polish gives your car a dry, clean outside surface. It holds its lustre. Exceptionally pleasing is the fact that it requires no hard rubbing.

SPARKLE RESTORER

Ford Liquid Cleaner removes dirt, grime and old wax in a hurry. Quickly restores your car's finish to its original color.



For the "NEW LOOK" within

Ford Foam Upholstery Cleaner safely removes dirt, chewing gum and stains from upholstery, seat covers and art-leather—gives the interior of your car a clean, fresh appearance, too.



These and many other "Beauty Aids" are available from Ford Dealers everywhere



F O R D M O T O R C O M P A N Y

Beer-drinking Cow CONTINUED



PROUD OWNER Richard Pierson holds up Bridge Birch's final pail of milk. Bill Hobbs (in white coat) milked her four times daily for part of record year.



RECORD PRODUCTION is symbolized by 450 10-gallon milk cans, representing an approximate 12-to-1 return on 2,920 pints of stout the cow drank.



STAGGERING ALONG with a bellyful of stout, Bridge Birch has difficulty keeping her legs properly aligned. However many sober cows have this trouble.



Everybody's Pointing To Hotpoint



The Big Difference In Refrigerators Is HOTPOINT

Now Hotpoint Gives You Up To 50% Greater Food-Storage Space, 58% Faster Freezing, Outstanding New Convenience Features And Brilliant New Styling!



UP TO
58%
FASTER
FREEZING

YOU get extra food-storage space, greater freezing speed, far more of everything you need—in the same kitchen area as before—with the brilliant new 1948 Hotpoint Refrigerator.

This pacemaking new Hotpoint is years ahead in thrilling postwar advancements. It literally revolutionizes the refrigeration industry with the greatest basic improvements in 20 years.

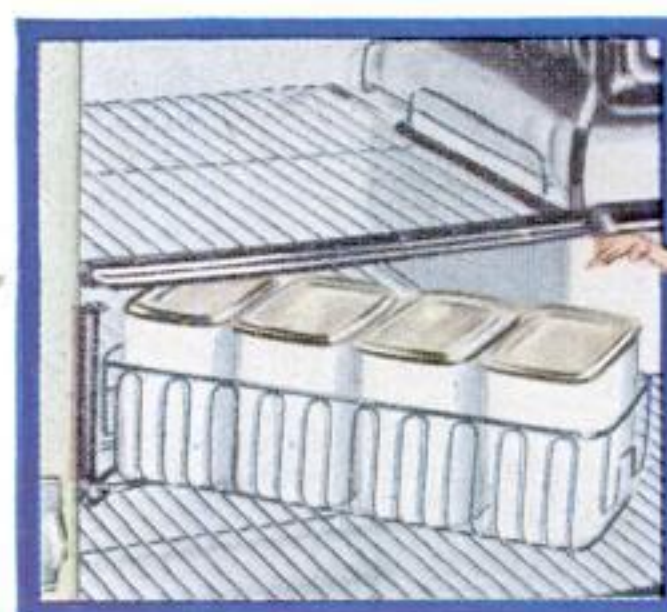
Hotpoint's modern sealed-in-steel mechanism is so compact that up to 50% extra food-storage space is provided in the same cabinet area as before. It's so efficient that it freezes ice up to 58% faster with less electricity.

Now you can enjoy such advantages as Hi-Humidity chambers that keep fruits and vegetables fresher, longer, a flexi-cold compartment for extra low temperatures and a super-speed freezer that holds up to 31 pounds of frozen

Outstanding Features For Greater Convenience, Economy, Efficiency!

- 1.** More compactly engineered sealed-in-steel mechanism freezes ice up to 58% faster.
- 2.** Larger meat compartment.
- 3.** Two Hi-Humidity chambers for fruits and vegetables.
- 4.** Super-speed freezer for storing frozen foods.
- 5.** New shelf arrangements, handy new swing-out leftover rack—new improved butter conditioner with temperature control.

food. Other features that make this refrigerator outstanding are the new swing-out leftover rack—convertible for egg storage—and the improved butter conditioner with temperature control. See the new Hotpoint before you buy any refrigerator. Your Hotpoint dealer is listed in the phone book.



● Removable leftover rack, pivoted to swing out of cabinet easily, has covered glass jars for storing leftovers. It is convertible for egg storage—removable to serve as snack bar.



● Hotpoint's new butter conditioner provides a special temperature-controlled compartment for keeping butter fresher—and always at the right consistency for smooth, easy spreading.

UP TO
50%
EXTRA
STORAGE
SPACE

ROOM FOR ALL THIS FOOD . . .



YET REFRIGERATOR OCCUPIES NO EXTRA SPACE

Hotpoint
HOTPOINT INC. A GENERAL ELECTRIC AFFILIATE

Refrigerators

PIONEER AND PACEMAKER—44 YEARS OF QUALITY

Hotpoint Inc., 5600 W. Taylor St., Chicago 44, Ill.





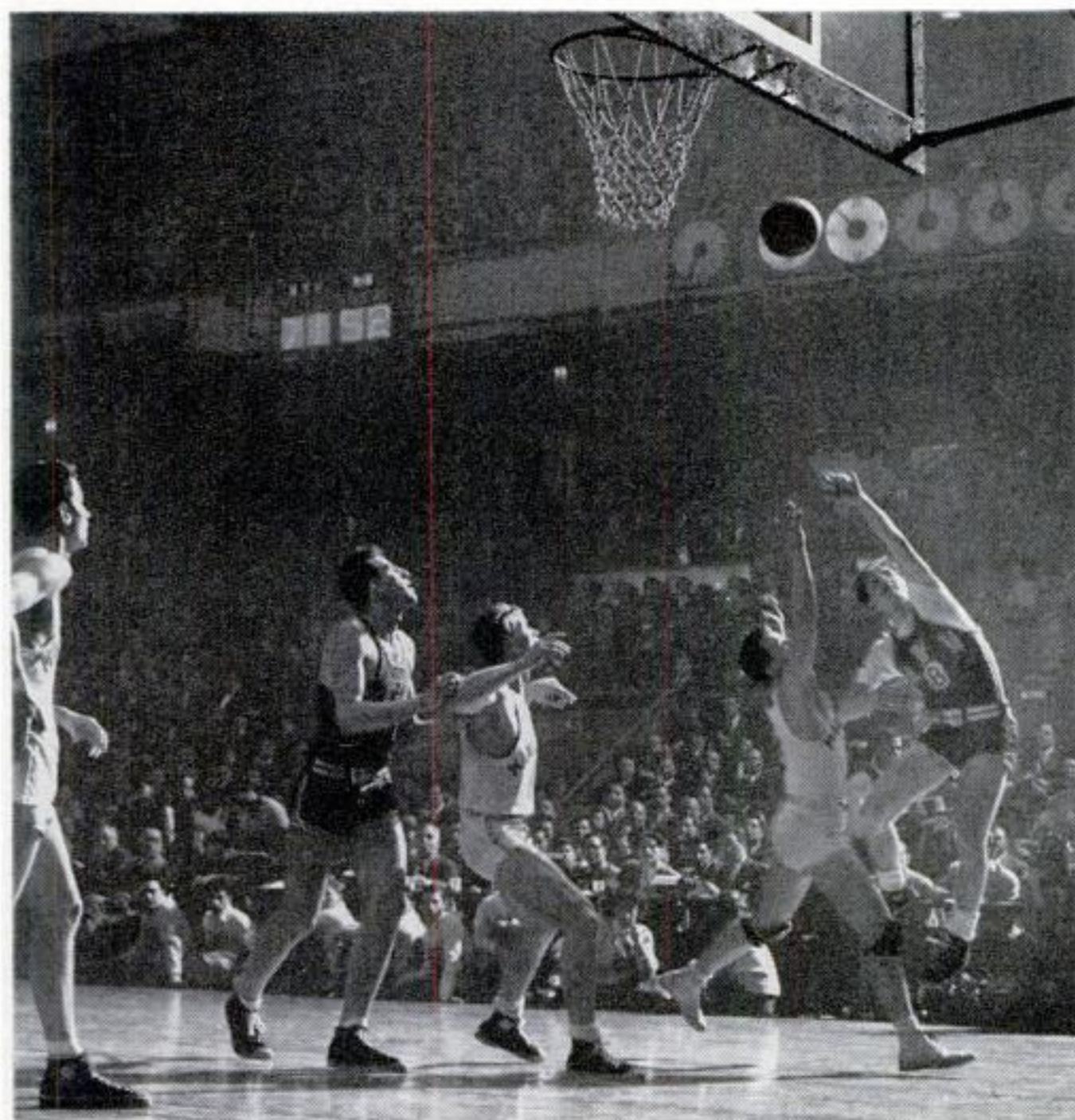
N.Y.U.'S DON FORMAN (NO. 3) TRIES A SET SHOT AGAINST NOTRE DAME

VIOLET STREAK

N.Y.U.'s great team wins 20 out of 22 games

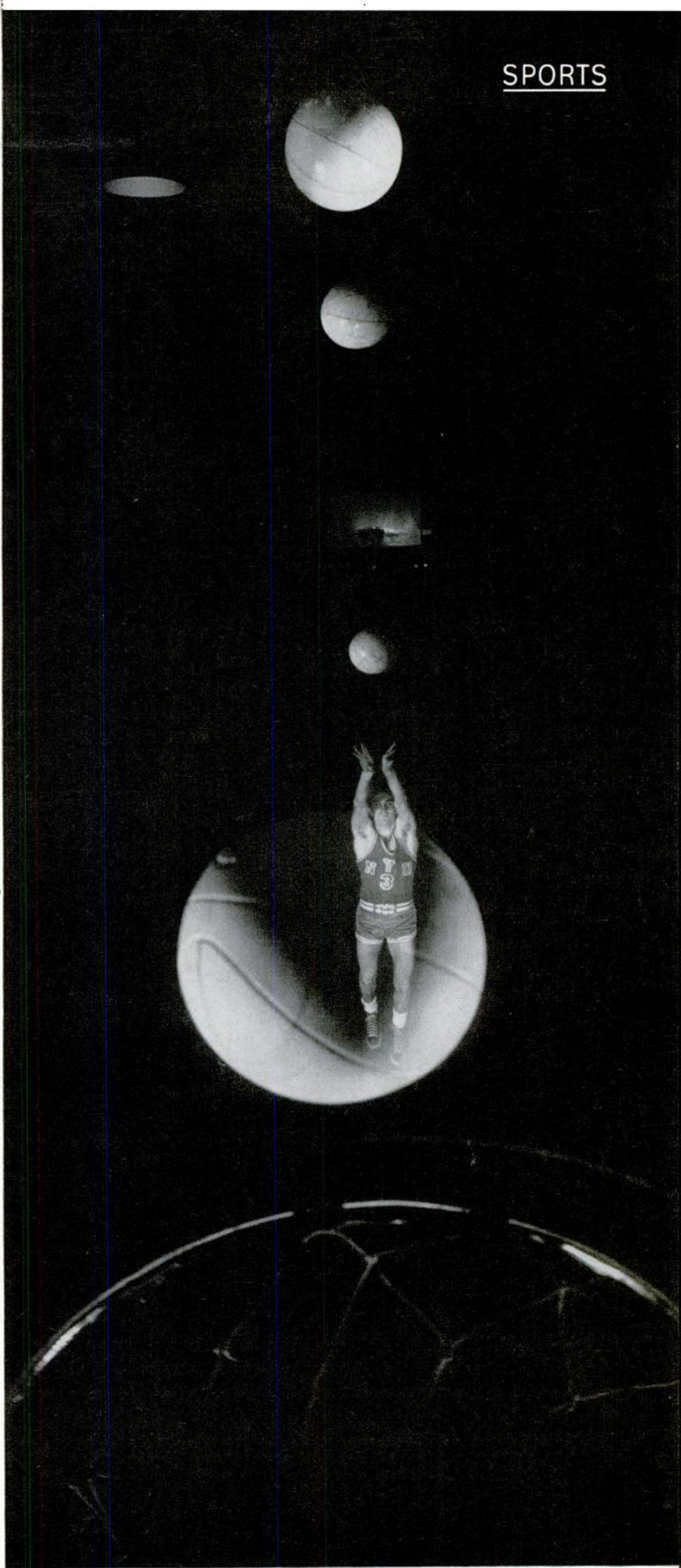
When the New York University Violets opened their basketball season, Coach Howard Cann thought that they would lose at least eight games. But the Violets won their first 19 games, the outstanding team achievement of the year, and completed the schedule with 20 victories and only two defeats. Only five other big college teams managed to go through the regular season without losing more than two games.

The Violets used few set plays, depending on a hell-for-leather fast break to outrun and outshoot the opposition, and dominating most rebounds by under-the-basket aggressiveness. Most spectacular point-maker was Don Forman, 5 ft. 10 in. guard who was uncannily accurate from 25 feet (*above*). Forman was the best set-shot man in the country but he lacked the acrobatic dash and sparkle of a sensational Midwestern performer, Iowa's all-American Murray Wier (*next page*), who made more points on a dead run than Forman made standing still.



STAR FORWARD for N.Y.U. is Ray Lumpp (No. 8), here tossing in left-handed hook shot as Violets drub Manhattan. Lumpp finished season with 310 points, second to Adolph Schayes, a 6 ft. 7 in. center who ended with 315.

← N.Y.U.'S TOM KELLY (NO. 7) LEAPS TO FOIL A RUTGERS SCORING PLAY



FORMAN'S SHOOTING STYLE is shown by multiple exposure. His 35 points against Duke constituted season's best performance in Madison Square Garden, and N.Y.U. lost its last game (to New York's City College) partly because Forman was hurt and could not play.



*"Combing"
makes the difference*

...that's why **Nashua**
combs the cotton in its
Percale Sheets!

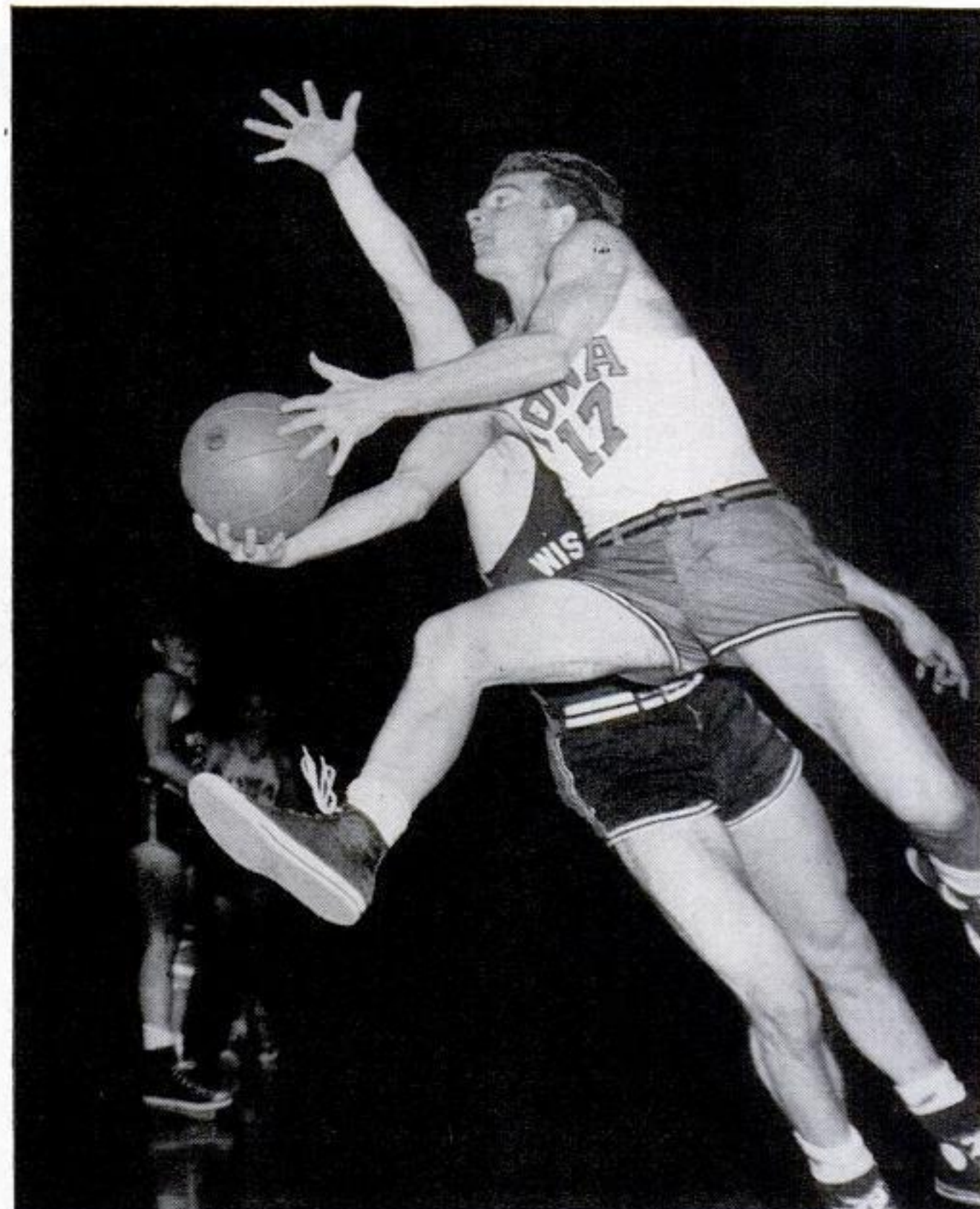
Nashua "combs out" the snarls in raw cotton with delicate-toothed machines—takes out the short, nubby fibers that often show up in ordinary percales after washing. Nashua's woven-in smoothness comes from using only fine, long fibers! That's why Nashua *Combed Percale* sheets stay so smooth through repeated washings. For extra-sturdiness, they're woven with a tape selvage that absorbs extra strains. Luxury sheets and pillow cases at budget prices!



Nashua
*Reg. U. S. Pat. Off.
Combed
Percale Sheets

NASHUA MILLS, DIVISION OF TEXTRON Inc., ALSO MAKES BLANKETS—INDIAN HEAD® COTTON

Basketball CONTINUED



IN A TYPICAL LEAP MURRAY WIER SHOOTS UNDER THE ARM OF A GUARD

WIER IS BIG NINE SENSATION

The human jumping jack pictured on this page is one of the greatest basketball players in Midwestern history. Murray Wier, an Irish red-head from Muscatine, Iowa, is only 5 feet 10 inches tall, which is impressive proof that a hyperactive pituitary is not an absolute necessity in modern basketball. This year he established a new Big Nine record by scoring 272 points in the University of Iowa's 12 conference games. He made 34.5% of the shots he attempted from the field, a remarkably high percentage. Wier rarely shot from a set position, and when he did he often missed. But he was deadly accurate when charging at full speed and shooting with one hand, sometimes without looking at the basket. Wier's physical reactions are abnormally fast, although nobody is quite sure why. He can leap high into the air (*above*), fake his guard out of position and still shoot before he comes down. Wier looks like an over-size fox terrier, always running or dribbling and feinting with his hands or shoulders. Named last week to the Associated Press all-American team, Wier has only one ambition left: to play in New York's Madison Square Garden. He will get the chance at an all-star game on March 25.



WIER BOUNCES up and down like a rubber ball when he is playing on the defensive. His teammates at Iowa call him "the perpetual-motion machine."



*"I get fine values
any day at A&P"*



There's no need to market on any *special* day of the week when you rely on your A&P Super Market. For every day, Monday through Saturday, A&P prices its good things to eat at one low level. You see, A&P believes it is only fair to give its "Monday customers" the same opportunities to save as its "Saturday customers"... those homemakers who like to shop on the weekend. This not only means that you can shop

and save any day, but also select your needs at times when markets are less crowded... and be as quick or as leisurely as you wish in making your selections.

Try shopping at your A&P Super Market. It offers every food for every meal. And, of course, each carries an attractive price tag.

A&P Super Markets



*— a little planning
and regular shopping
at your A&P Super Market
gives you meals like this —*

NEW ENGLAND BEAN DINNER

AT **25¢ TO 29¢** A PORTION*

(Serves 6)

Pork and Beans	Tossed Green Salad
Boston Brown Bread	Spread
Fruit Gelatin	
Coffee	Milk
	Tea

PORK and BEANS

Take 2 cans of beans, add 2 tablespoons molasses, 1 tablespoon brown sugar and 1/2 tablespoon prepared mustard. Place in casserole, top with 2 slices lightly fried salt pork. Bake in moderate oven, 375°F., for 20 minutes.

Menu and recipe tested and priced by A&P Test Kitchen. *Cost based on average prices in A&P Super Markets at time of going to press.





"Can't fool me. You're not Psyche!"

MAN: *Might* have made me think you were Psyche, if you hadn't just mentioned *ginger ale*. But Psyche is the symbol of White Rock—the *Sparkling Water*.

PSYCHE: Cross my *heart*, I'm Psyche, sir. The White Rock people now make a *whole line* of fine beverages. And when you try the tangier, tastier White Rock *Ginger Ale*—



MAN: Wish I could believe it, young lady. But, you see, I happen to be from Missouri.

PSYCHE: Fine! You'll be all the more delighted when you *do* become convinced. Here—look at this *label*. Why not try a glass right now?



MAN: "White Rock Ginger Ale" . . . And, *man*, —tastes like they really know how to make it, too! I misjudged you—*Psyche*. I'm sorry.

PSYCHE: I understand, sir. But you *couldn't* misjudge White Rock beverages. They're all of the same top quality that has kept White

Rock *Sparkling Water* famous ever since your grandfather first came over on the alkaline side.

*Psyche now symbolizes
a whole line of fine beverages*



White Rock Beverages



IN THE STUDY OF HIS HOME IN ZURICH, SWITZERLAND DR. SZONDI EXPLAINS HIS TEST TO A PUPIL. SZONDI SPECIALIZES IN RESEARCH, HAS NO REGULAR PRACTICE

TEST BY PORTRAITS

**Pictures of pathological types
help diagnosis of mental illness**

The newest and perhaps the strangest of the mental tests currently in use is the Szondi Test, based on a set of photographs (*next page*) showing the tense faces of the mentally ill. The purpose of the test is to determine the nature and content of the unconscious mind by analyzing a person's reactions to each of the abnormal types represented. Leaders in the field of psychiatry agree, for the most part, that the test succeeds in this. They do not agree, however, with all the premises

put forward by the test's inventor, Hungarian-born Psychiatrist Leopold Szondi. Dr. Szondi believes that human character and behavior are shaped by unconscious impulses which are inherited like physical characteristics. To most scientists the idea that impulses are inherited genetically is hard to accept. But whatever their origin, these impulses certainly exist and must be considered in the treatment of mental disorders. Dr. Szondi's method provides a unique means of studying them.

Mealtime Adventures

by Beatrice Cooke



Now wouldn't you know the Irish would have a way with potatoes? Who else but they could produce that dinner delight called . . .

Baked Kilkenny Potatoes

Bake potatoes (Idaho's are best). Finely chop enough onion to make ½ teaspoon for each potato. Add chopped parsley. When potatoes are done, cut each one in half. Scoop potato out of the skin and mash, mixing in the parsley and onion. Add Meadow Gold Butter. Season to taste with salt and pepper. Put the mashed potato back into the skins and heat through in the oven. Serve piping hot and topped with a big golden pat of Meadow Gold Butter.



Notice I say MEADOW GOLD BUTTER. That's because "nothing's too good for the Irish"—and MEADOW GOLD's the finest butter they, or you, ever tasted. Ask your grocer for a pound today and tonight treat the family to a double delight. Kilkenny Potatoes with good MEADOW GOLD BUTTER. They'll say, as I do—*Sleinte Gael!*



Everyone at your house will warmly welcome a good cup of hot CHOX. One taste of this rich chocolate and you'll agree that the people who make CHOX certainly do not skimp on the recipe. Truth is, CHOX is made from pure chocolate, sugar, and fresh whole milk. That's one of many reasons I'm so enthusiastic about this wonderful dairy chocolate. It's a "painless" way to give youngsters those milk food values they need. And grown-ups find they can drink CHOX and sleep at night. Handiest thing about CHOX—you can make it on a minute's notice, too. All you have to do is add hot water. Try it. Stop at your grocer's and buy a can of this richer hot chocolate today—do, please!



up to your
dust-cap in
Spring
House Cleaning?

Then you certainly don't want to take time out for fussy lunches or dinners. So take my tip and pick up a package of LACHOY CHINESE DINNER today. It's your answer. There's a can of tender vegetable Chow Mein. A can of crisp, crunchy Chow Mein Noodles. And a bottle of LaChoy Sauce. All in one package. A complete Chow Mein dinner for 2 to 4 people! When your "hungry horde" comes charging home, just open the tins and heat the contents. In 5 minutes you have a savory, steaming, utterly different dinner . . . as fine as any you'd get in Chinatown!



For lunch time or munch time, there's nothing so solidly satisfying as a glass of milk, and a sandwich made with good flavory cheese. MEADOW GOLD CHEESE, that is! Your grocer has tasty and highly nutritious MEADOW GOLD pasteurized process cheese in your favorite variety . . . American, Swiss, Pimento, Limburger, or Brick. You'll love it. Try some, hm? See you later!

Copyright 1948, BEATRICE FOODS CO.

FREE RECIPE BOOK

Bet you'd like this Free Recipe Book . . . It's called, "The Art and Secrets of Chinese Cookery" and I find it just full of inspiration! Half a dozen fascinating menus . . . 27 exciting Chinese recipes. Ideas that will make table talk among your friends for days! Just send a penny post-card with your name and address to LaChoy Food Products Div., Dept. B-1, Archbold, Ohio.

salads?

"Strictly for rabbits!" snorts the average husband. But how he changes his tune when you prove to him that nowadays anyone can drink a salad!

He'll take his vegetable vitamins without a murmur—in a big, cool glass of ruby-red VEGAMATO COCKTAIL. You'll be giving him the vitamins and minerals of sun-ripened tomatoes . . . sweet, green peppers . . . parsley . . . spinach . . . celery . . . carrots . . . and beets. Plus the sunny juice of real, fresh lemon. All in one sparkling, satisfying glass of delicious VEGAMATO! I certainly suggest that you treat your family to this very special cocktail, tonight.



Biggest dessert triumph of the year! Snow Ball's the name. And I guarantee it! Here's how to make a Snow Ball:

Fill a dessert bowl about ½ deep with bitter chocolate syrup. In this, float a big, generous scoop of Meadow Gold Vanilla Ice Cream (rounded into ball shape, if you like). Sprinkle the ice cream well with shredded coconut. There it is.



I believe strongly in ice cream desserts because the milk content is so good for little folks. And I always recommend MEADOW GOLD because it's richer in dairy foods and other good ingredients. Cream, whole milk, fresh fruits . . . the foods a mother wants to be sure her family eats. So let me suggest this: when you want quality ice cream that doesn't cost extra, ask for MEADOW GOLD.

Test by Portraits CONTINUED



REACTION TO PICTURES SHOWS

The 16 photographs above are part of the 48 which make up the Szondi Test. They include two pictures of each of the eight different types which Szondi has selected to represent the major kinds of mental disturbances: the sadist, the homosexual, the hysteric, the depressive, the manic (overelated), the epileptic, the catatonic (withdrawn from reality) and the paranoid (with delusions of persecution or grandeur). The subject does not try to identify the types but simply picks the 12 he dislikes most and the 12 he dislikes least. The test is repeated 10 times and analyzed by a complicated mathematical process.

Unconsciously the subject responds in a characteristic way to the different kind of emotional tension shown in each face and presumably selects only the portraits whose expressions relate to his own instinctive emotions. A frustrated sadist, for example, might very well

Kodak



VERLAG HANS HUBER, BERN, SWITZERLAND © 1947

HIDDEN IMPULSES OF PATIENTS

reveal his unconscious drives by showing a preference for pictures of actual sadists.

The Szondi Test is taught in the U.S. at the College of the City of New York by Mrs. Susan K. Deri, onetime assistant to Dr. Szondi, and is used at the Menninger Clinic in Topeka, Kan. In Europe, where Szondi's work has been known for several years, the tests have been used in vocational guidance and even in the examination of murder suspects. But their greatest value may lie in detection of unconscious impulses which cause or might cause the breakdown of a normal mind.

IDENTIFICATION OF PICTURES

1, 2 paranoid; 3, 4 catatonic; 5, 6 sadist; 7, 8 depressive; 9, 10 homosexual; 11, 12 epileptic; 13, 14 manic; 15, 16 hysteric.



AND NOW INDOORS
You press the button
 It does the rest



Young eyes drift slowly shut, and Dad snaps a particularly precious picture. Snapshots at night are easy with Kodak Film and a photo lamp or two. Free booklet with helpful suggestions at your dealer's. (See Kodak Photo Flasher for "flash" shots with most any camera, \$1.25 plus tax.) Eastman Kodak Co., Rochester 4, N. Y.

"Kodak" is a trade-mark

Only Eastman makes
Kodak Film ... the film in the familiar yellow box

Copyrighted material



Look under the cork—
every PEPSI-COLA
BOTTLE TOP has a
hidden design

WIN CASH
...ENTER
PEPSI-COLA
"TREASURE TOP"
SWEEPSTAKES
and
CONTESTS



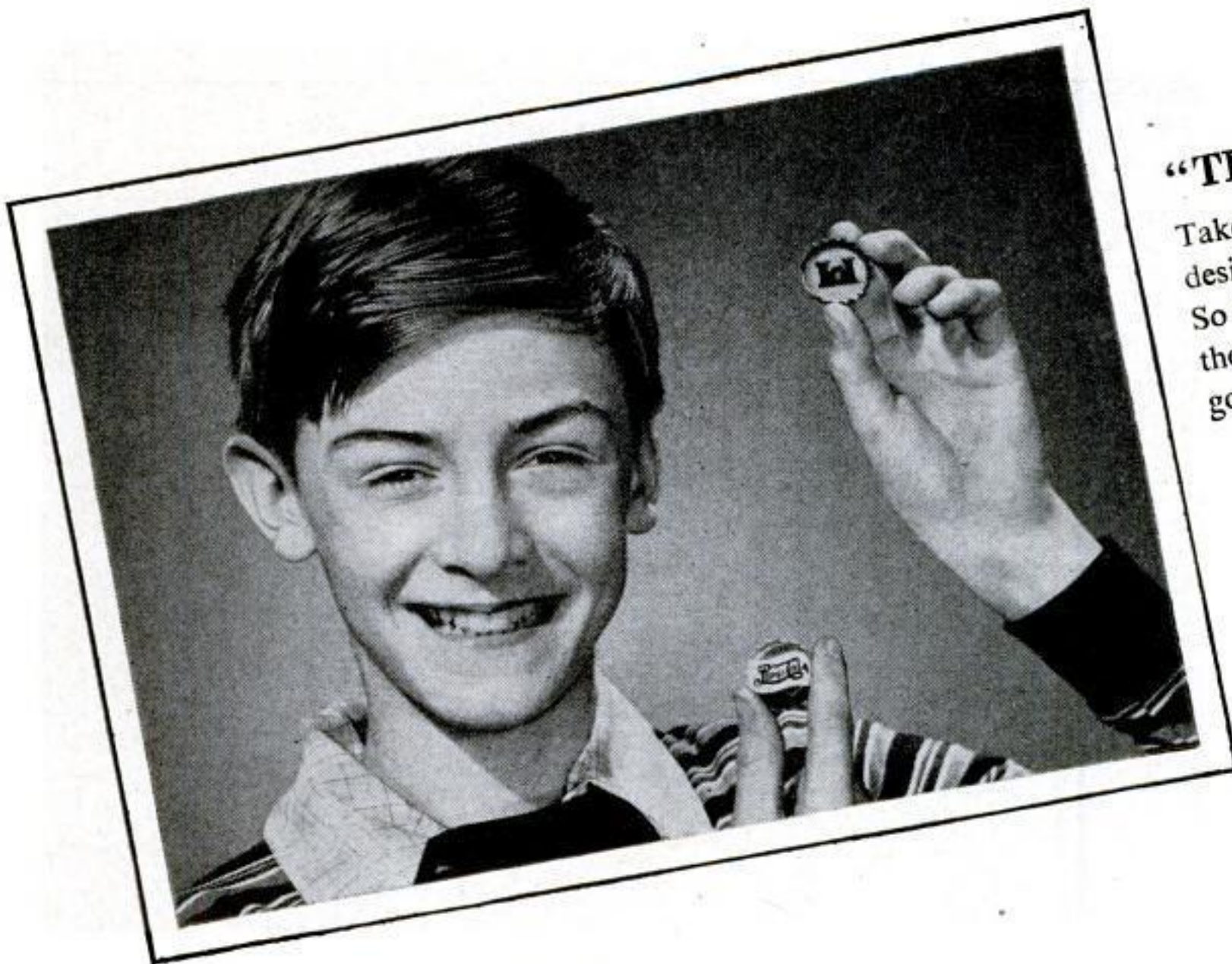
Collect and swap PEPSI-COLA
"TREASURE TOPS"... it's fun

ENTER THE GREAT PEPSI-COLA
\$203,725.00*
"TREASURE TOP"
SWEEPSTAKES AND CONTESTS
51 SEPARATE PRIZES IN EACH
STATE, EACH MONTH... PLUS
MONTHLY NATIONAL PRIZES...
PLUS \$25,000.00 1ST PRIZE
IN FAMILY SWEEPSTAKES

*TOTAL CASH
(including dealer
prizes)



Every entry gets at least a certificate in
the FAMILY SWEEPSTAKES.



"TREASURE TOPS" — what they are
Take the cork lining out of a Pepsi bottle top. See that hidden design inside the top? You're looking at a "Treasure Top." So far there are 48 different designs representing branches of the U.S. Armed Forces. There'll be new designs as the contest goes along. Collect "Treasure Tops"—swap 'em—get a full set.

"DO IT QUICK!"

HERE ARE THE OFFICIAL CONTEST RULES

1. On your entry blank or a sheet of paper, complete this statement in 25 words or less—"Pepsi-Cola hits the spot because . . .". Then write down your own name and address, the name of the head of your family, the name and address of the Pepsi-Cola dealer who helped you, and the total number of different designs on Pepsi-Cola "Treasure Tops" you have collected. Then mail your entry, together with one Pepsi-Cola "Treasure Top" with cork removed to show hidden design, to:

Pepsi-Cola "Treasure Top" Contests,
P. O. Box 41,
New York 8, N. Y.

Entries with insufficient postage will not be accepted.

2. The number of different designs you have collected will not be a factor in the awarding of the prizes. However, when you win a monthly prize, you must be able to show your total collection of different designs reported in the winning entry. Also, it's fun to collect and swap "Treasure Tops". Do not send your collection of "Treasure Tops" with your entry. Send in only one top with each entry.

3. You may enter these contests as many times each month as you wish, but no entry postmarked after June 30, 1948 will be accepted. Each time you enter, whether you win a cash prize or not, we will mail you a Treasure Certificate good for 100 points toward the \$37,000 Family Sweepstakes Prizes. If you win any one of the monthly prizes, you will receive 100 additional Treasure Certificate points.

4. All entries received during each calendar month will be judged in that month's contest. Entries from each state (and from the District of Columbia) will be judged separately, and will compete for the monthly state prizes only with other entries from that state.

5. Monthly cash prizes as listed on this page will be awarded on the basis of aptness, originality and interest of the statements submitted (see Rule 1). Each month's national prizes will be awarded to the three best entries of the 49 state first-prize winners in each monthly contest. All entries will be judged by the impartial judging staff of The Reuben H. Donnelley Corporation, an independent, nationally-known contest judging organization. Decisions of the judges will be final. Names of winners will be published.

6. All entries must be prepared by the contestant. Elaborate or fancy entries will not count extra. All entries and statements become the property of the Pepsi-Cola Company and none will be returned. In case of ties, the prize tied for will be awarded to each tied contestant, except for the sweepstakes prizes, procedure for which is listed under Rule 8.

7. Only contestants living within the 48 states or the District of Columbia will be eligible.

Anyone may enter these contests except the employees of the Pepsi-Cola Company, Pepsi-Cola bottling companies or their advertising agencies. Members of the families of these employees are also excluded.

8. HUGE NATIONAL SWEEPSTAKES PRIZES WILL BE AWARDED AS FOLLOWS:

(a) Each Treasure Certificate received by you or members of your family (see Rule 3) counts 100 Sweepstakes Points for your family. *Save them!* (For the purpose of this contest, a "family" shall be considered as only persons related by blood, marriage or adoption living in the same household under one family head.)

(b) The 100 families, plus families tying with any of them, who have received the greatest number of Sweepstakes Points in the competition, qualify for the Sweepstakes Finals. Each family thus qualifying must be prepared to show the total number of Treasure Certificates received by the family and also to show the total number of "Treasure Top" designs reported in the family's entries (see Rule 1). Both the number of Treasure Certificates and the number of "Treasure Top" designs must agree with official contest records of the judging staff and these records will be considered final where any discrepancy occurs.

(c) The qualifying families will then be promptly notified and each family will be required to submit one statement of fifty words or less on the subject "How the Sales of Pepsi-Cola Can Be Increased". They must get the help of their Pepsi-Cola dealer in preparing this statement and must submit that dealer's name and address. The Sweepstakes Prizes will then be awarded by the impartial judging staff, mentioned in Rule 5, on the basis of aptness, originality and sincerity of the statements thus submitted.

These contests are subject to all state and local laws and regulations.

HERE ARE THE BIG CASH PRIZES

FAMILY SWEEPSTAKES PRIZES:

1st Prize	\$25,000.00
2nd Prize	5,000.00
3rd Prize	2,000.00
4th Prize	1,000.00
5th Prize	500.00
35 Prizes	each 100.00

MONTHLY NATIONAL PRIZES:

1st Prize	\$1,000.00
2nd Prize	500.00
3rd Prize	250.00

MONTHLY PRIZES IN EACH STATE:

1st Prize	\$100.00
2nd Prize	50.00
3rd Prize	25.00
4th to 10th Prizes	each 10.00
Next 41 Prizes	each 5.00



Facts about Pepsi-Cola to help you win!

QUALITY—You can't buy finer quality than Pepsi-Cola. Ingredients, blending, bottling—they're *right* . . . every time.

TASTE—Good good Pepsi hits a new high for drinking pleasure. For finer flavor, Pepsi's your drink.

SIZE—12 full ounces in every tall, tall bottle. Pepsi gives you the most of the best . . . saves you money.

VALUE—Compare Pepsi by any standard you choose. It's tops for quality, taste and size. Yep, Pepsi sets the pace for value.

Treasure Pouch... Treasure Pouch... Get Yourself a Treasure Pouch



Carry your "Treasure Tops" in this sturdy 6-inch pouch, zipper closing; back loops so you can wear it on your belt. Want one? It's a deal! Send 25¢ in coin to Pepsi-Cola Treasure Pouch, P. O. Box 19, New York 8, N. Y.

ENTER HERE AND NOW!!!

PEPSI-COLA "TREASURE TOP" CONTESTS P. O. BOX 41, NEW YORK 8, N. Y.

NAME _____

ADDRESS _____
(PLEASE PRINT)

CITY _____ STATE _____

HEAD OF FAMILY _____

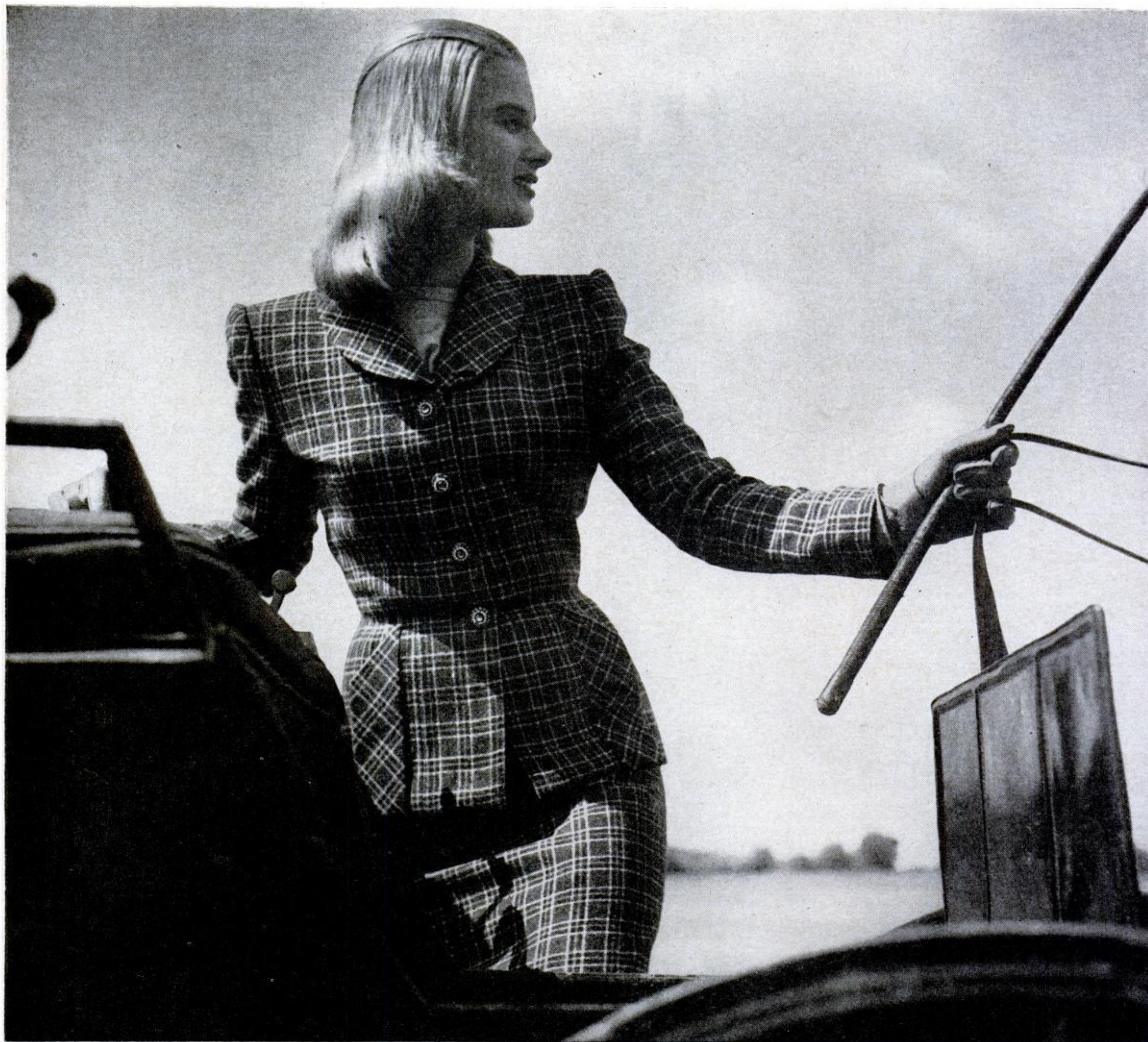
PEPSI-COLA HITS THE SPOT BECAUSE _____
(25 ADDITIONAL WORDS OR LESS)

I have, so far, collected and am holding "Treasure Tops" with a total of _____ different designs, not including the one enclosed herewith. I have received assistance and advice in preparation of my entry from the following dealer:

DEALER'S NAME _____
and (If he has assisted you, your dealer may win a special prize)

ADDRESS _____
(Be sure to enclose one "Treasure Top" with this entry.)

(Not necessary to use this blank. Use any sheet of paper but be sure your entry is complete in every detail.)



BY APPOINTMENT PERFUMERS TO H. M. QUEEN MARY, YARDLEY, LONDON



Yardley English Lavender,
\$5.50, \$2.85, \$1.75, plus tax

Yardley English Lavender Soap, 40c.
Box of three tablets, \$1.20.

*Memories are in the making...
for the world is young and
you're enchanting, when you're wearing
the gay-hearted fragrance...*

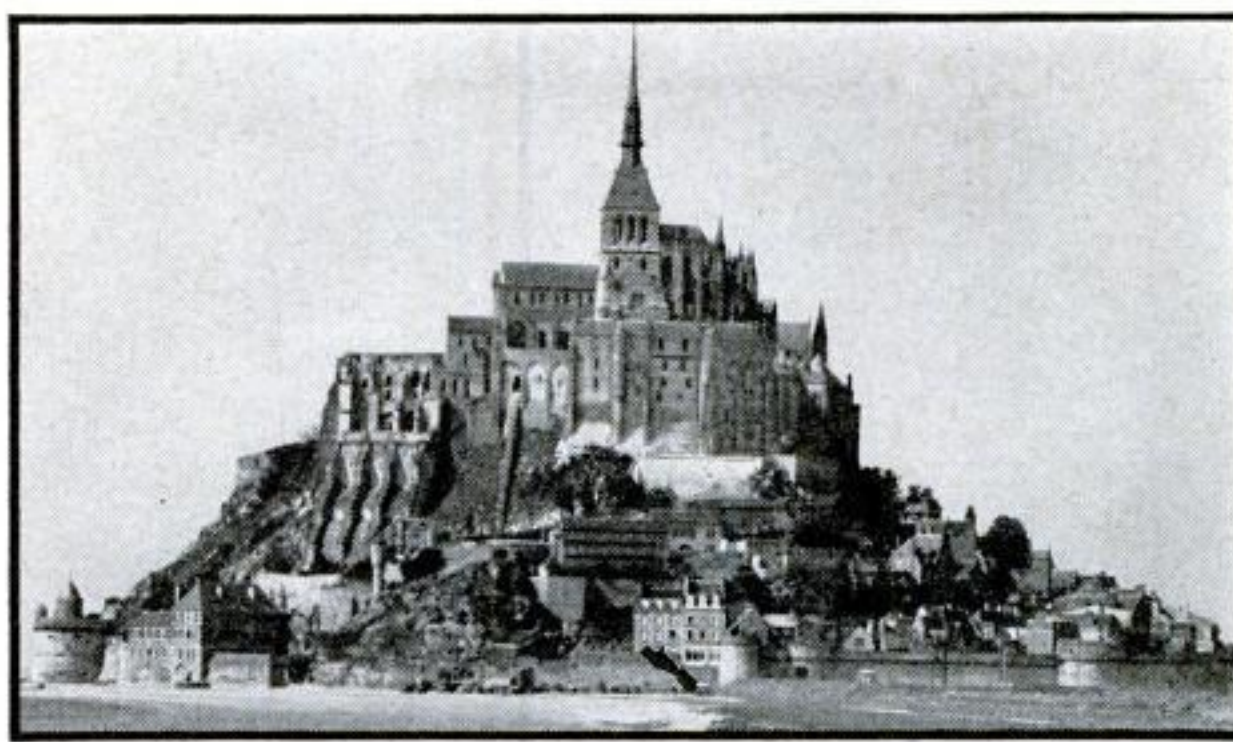
YARDLEY *English Lavender*

Yardley products for America are created in England and finished in the U.S.A. from the original English formulae, combining imported and domestic ingredients. Yardley of London, Inc., 620 Fifth Avenue, N.Y. C.



RENAISSANCE MAN: PICCOLOMINI

ENLIGHTENMENT: BOUDOIR LADY

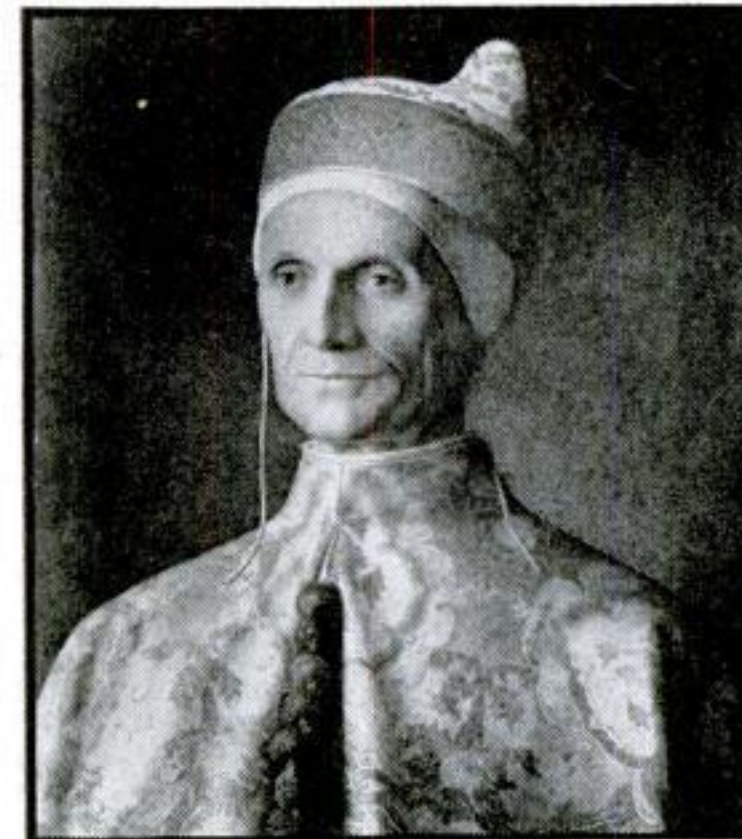


MIDDLE AGES: FORTRESS ABBEY OF MONT-SAINT-MICHEL

LIFE BEGINS THE SECOND PART OF
ITS SERIES ON THE HISTORY OF

Western Culture

America is heir and hope
of the West's civilization



RENAISSANCE VENICE: THE DOGE

EDWARDIANS: KING AND QUEEN



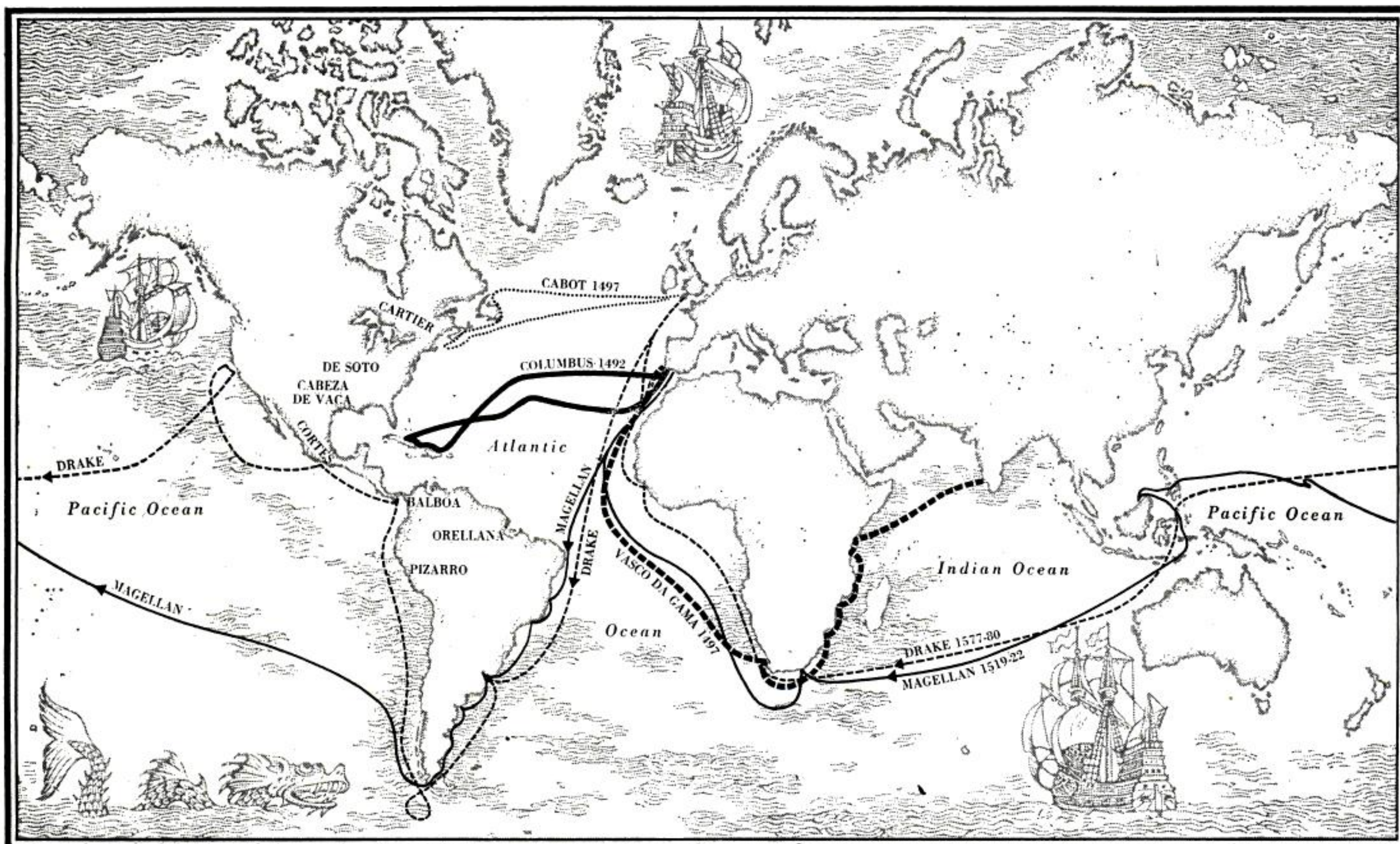
With the article on the Age of Exploration, which starts on the following page, LIFE begins the second part of its series on the History of Western culture. The articles published last year described the West's great ages: the Middle Ages, whose soul and life are symbolized by Mont-Saint-Michel; the men of the Renaissance who are mirrored in Aeneas Sylvius Piccolomini, the poet-politician-pope of Siena; the opulence of the Renaissance, epitomized by Venice and its doge; the wise and worldly Enlightenment, for which Boucher painted his boudoir ladies, and the Edwardian era, in

which England's king set the pace for a comfortable, extravagant age.

These articles gave Americans a chance to look at their cultural background. This year the emphasis in the series will be pointed toward America, and the eras discussed will be those which had a direct and dynamic effect on America. The reason for this is now more clear and urgent than ever. The culture which for centuries flowered so fairly in Europe is now, of necessity, being taken over and fostered by America, the new land which Western civilization made and which today is that civilization's great heir and hope.



WESTERN CULTURE EXPANDED INTO THE NEW WORLD. THIS IS THE CITY OF PHILADELPHIA AND BUSY RIVERFRONT ABOUT 1731



THE OPENING OF THE WORLD was accomplished within a single century after Columbus made his first trip to the West Indies in 1492. During this time, as shown on the map above, Cabot made his voyage to North America; Vasco da Gama made the first trip to India around Africa; Magellan made the first trip around the world; Drake, circumnavigating the globe, was first to explore the San Francisco coast. At the same time expedi-

tions were being carried on into the interiors of North and South America. Balboa stood on a peak in Darien and discovered the Pacific in 1513. Cortes conquered Mexico in 1519. Around 1528 Cabeza de Vaca made his heroic journey from Florida to Texas. In 1532 Pizarro conquered Peru. Cartier explored the territory around Montreal in 1535. In 1541 Orellana explored the Amazon. The same year De Soto discovered the Mississippi.

Age of Exploration

The discoverers, finding their way across the unknown oceans, brought Europe new wealth, new worlds and a brave new future

ONE day, four centuries after Columbus reached the new world, a Minnesota farmer grubbed up a stump on his farm and found a flat stone embedded in the roots. On the stone was an inscription in Scandinavian runes. For nine years the stone served as a step to the farmer's granary. Then it was translated. The runes read:

"8 Goths and 22 Norwegians on [an] exploration-journey from Vinland through the West. We had camp . . . one day's journey north of this stone. We were [out] and fished one day. After we came home . . . found ten men red with blood and dead. AV[e] M[aria] Save [us] from evil."

A shorter inscription on the edge of the stone bore the date: 1326.

What did this inscription mean? What had happened in the night of history? What shrieks had died away, in thinning circles of un-

heard horror, into the continental quiet? Who were those "8 Goths and 22 Norwegians," and what were they doing in the middle of Minnesota more than a century before the discovery of America?

The Kensington Stone (as it is called) may or may not be a peculiarly inscrutable hoax; scholars cannot make up their minds. But other discoveries in the same general region are not hoaxes—medieval Norse battle axes, a spearhead, a fire steel, a Viking's hatchet and (in Ontario) a Viking's grave and moldering arms.

In 1492 Christopher Columbus, by dramatizing the ordeal whereby he burst into the darkness of an unknown hemisphere, dramatized the fact that a new age—the Age of Discovery—had begun.

But all through the Middle Ages parts of northern Europe had been dimly aware, as a groping man is aware of obstacles in the darkness, of

TEXT CONTINUED ON PAGE 90
PICTURES ON NEXT 15 PAGES



VASCO DA GAMA of Portugal was the first to find what most of the other explorers were looking for: a sea route from Europe to the rich Orient. In 1497 he set out with a fleet of four vessels, including a supply ship. After sailing four months down the west coast of Africa, he rounded the perilous Cape of Good Hope and started up the east coast. On his loop around Africa, Da Gama met many savage tribesmen, some of whom he subdued with cannon and crossbow, others with gifts of tinkling bells. Reaching the coast of Ethiopia, Da Gama's little ships set out eastward

across the wide Indian Ocean. Eventually he landed at the busy Indian port of Calicut. There he traded his cargo of washtubs, cotton cloth and casks of oil for spices and jewels. Two years after he had left home, Da Gama arrived triumphantly back in Portugal with merchandise worth 60 times what his voyage had cost him. His voyage had covered about 28,000 miles. The portrait above, taken from a 17th Century Portuguese manuscript, shows Da Gama after the king had rewarded him by making him Vice-roy of India. In 1524, after returning to India, he died on Christmas Eve.

CONTINUED ON NEXT PAGE



HENRY THE NAVIGATOR, Prince of Portugal, did research that made the exploration possible.

Wonders

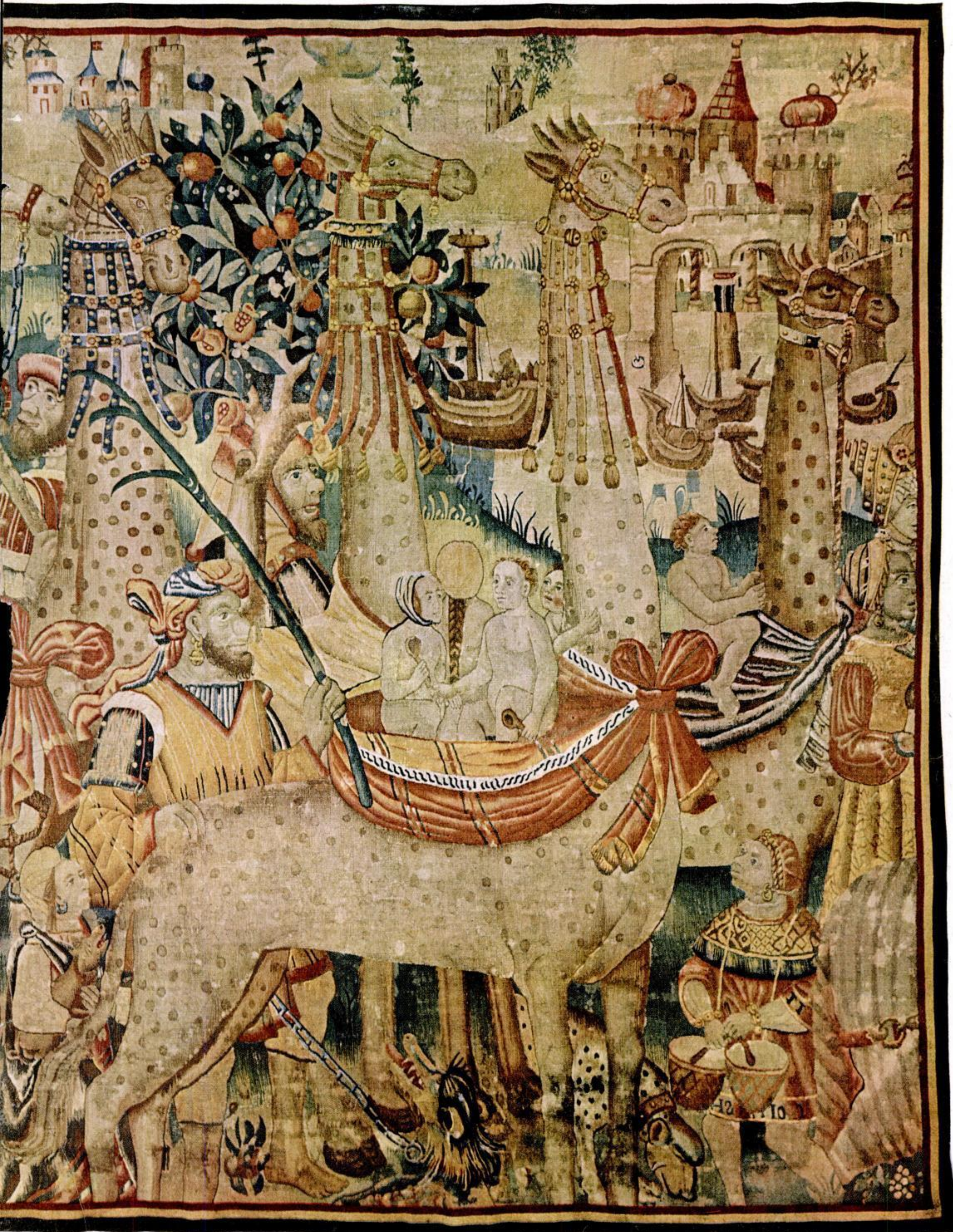
Europe heard strange tales from Portugal's mariners

Like children listening to tales of high romance, the people of Europe hung on the words of sailors returning from faraway lands. Because there was no circulation of printed news, these tales were told over and over and embellished at every telling until kings and commoners alike were boggle-eyed. In Flanders the weavers took stories brought back by Vasco da Gama's men and wove them into the tapestry at right. Thus a few rich nobles, unable to buy newspapers or picture weeklies, could get at least some idea of the news by buying tapestries.

A member of Da Gama's expedition to India described his encounter with seals "as big as bears" that roared like lions and birds with no feathers on their wings that "bray like asses." In India "precious stones, pearls and spices were so plentiful that there was no need to purchase them, as they could be collected in baskets." Another explorer told how the king of Bijapur had servants who "wear on the insteps of their shoes rubies and diamonds," while a monarch of Bengal had ears that "hang down half a palm through the great weight of the many jewels he wears."

But though the air was full of Arabian Nights tales, the explorers themselves were armed with a wealth of solid fact about navigation. As early as 1419 Portugal's Prince Henry the Navigator (*above*) founded the first "research institute" in western Europe. Making his home in a naval arsenal at Sagres, Henry surrounded himself with a staff of scholars, including Jewish and Arabian mathematicians, who perfected maps, navigation devices, shipbuilding and sailing techniques. Sailors' reports were collected and compared to build up a reasonably authentic body of fact. Though Henry died before Portugal's period of maritime glory, it was his scholarly spirit, combined with the courage of her mariners, that enabled Portugal to explore so many of the world's wonders and spread the amazing news.





THE GIRAFFE PARADE, a Flemish tapestry woven around 1525, shows a celebration that met Vasco da Gama when he arrived in India at the city

of Calicut. Native children ride on giraffes led by pug-nosed Indians. At upper left is an odd-looking elephant, and at upper right are Da Gama's ships.

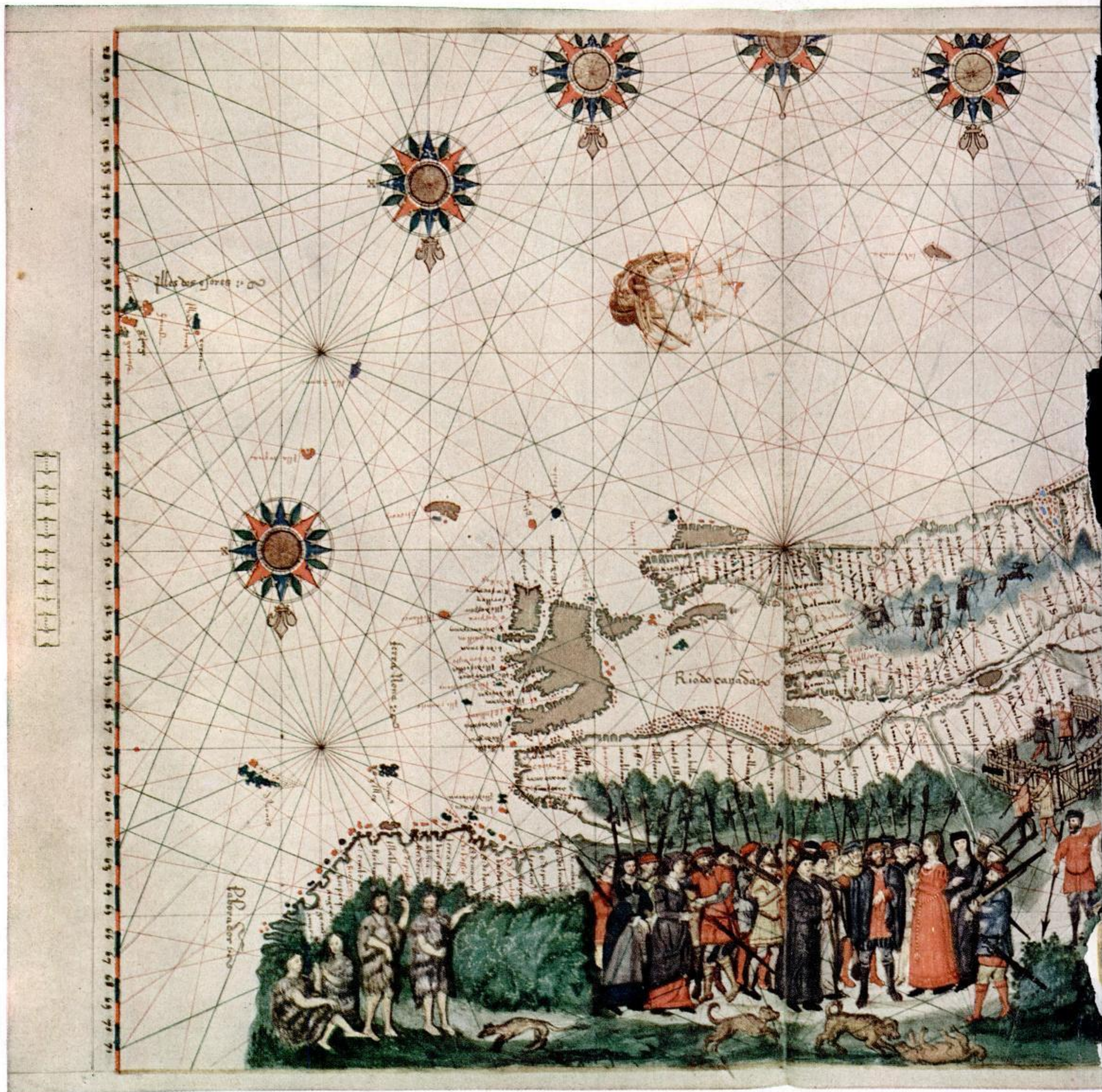
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Copyrighted material

A New World

Map maker's charts of the western lands showed how explorers met the aborigines

For map makers the age of exploration was a busy and exciting time. They pieced together information from logbooks, rough drawings, legends and yarns of returning mariners and converted it into highly decorative maps. Today some of these maps look wildly distorted. But considering the paucity of facts, they are remarkably accurate. Among the finest examples of the map makers' art are the maps reproduced on these pages, which were painted by an unknown cartographer in 1547 during the reign of King Francis I and are now in the Huntington Library in San Marino, Calif. All of the maps look upside down, because there was no standard convention for putting north at the top of the page. Cartographers merely drew the map



LANDING OF CARTIER in Canada, 1534, is pictured on this French map, with Jacques Cartier wearing a short cloak (center), surrounded by his

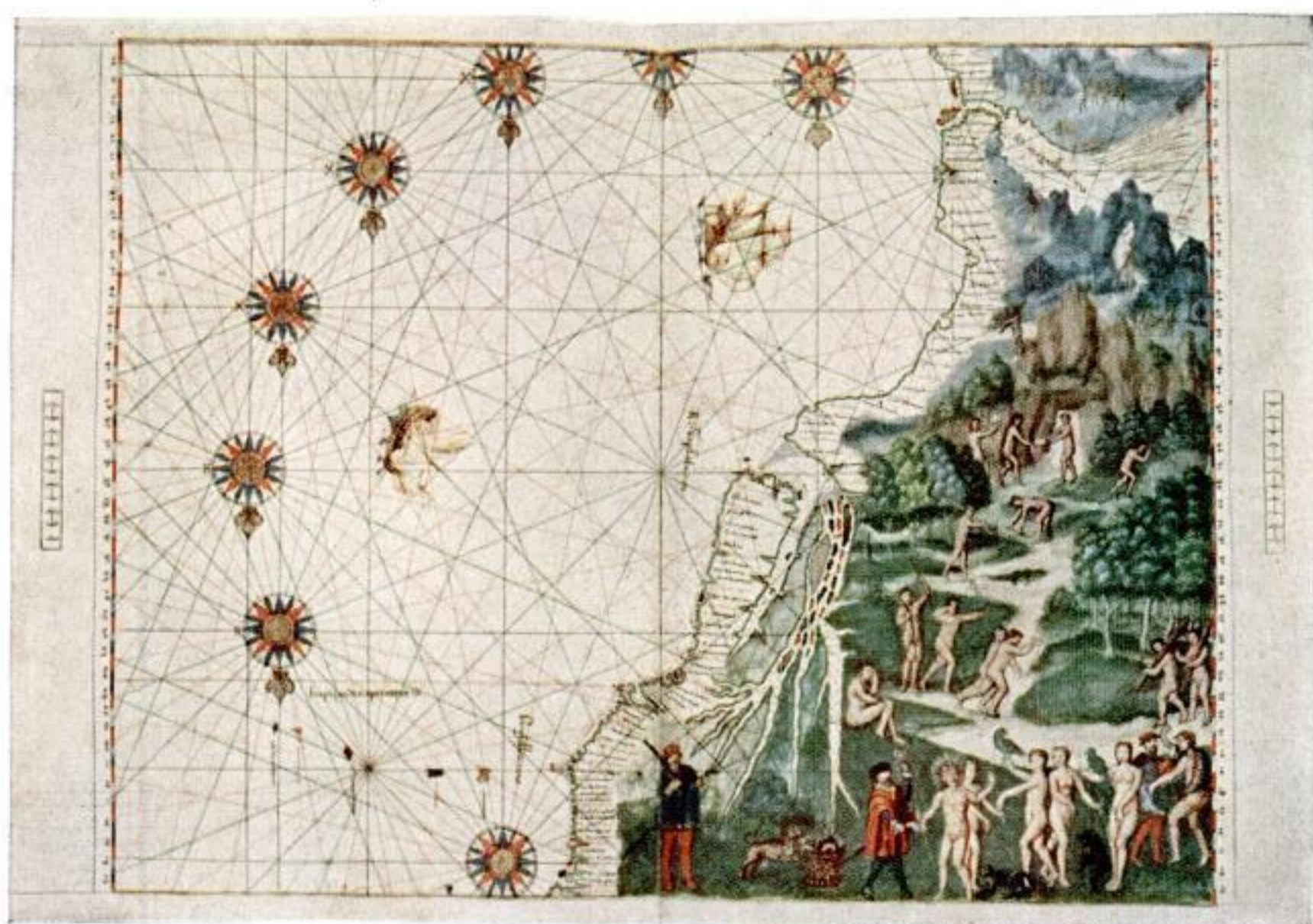
crew. Large island in the gulf is Newfoundland. River is the St. Lawrence. At edges of map are gentle, awe-struck Indians and two pensive bears.

to suit the shape of the parchment, and north was indicated by a decorative arrow on the traditional compass rose. These maps have north at the bottom. To give them a more familiar look, turn the pages upside down.

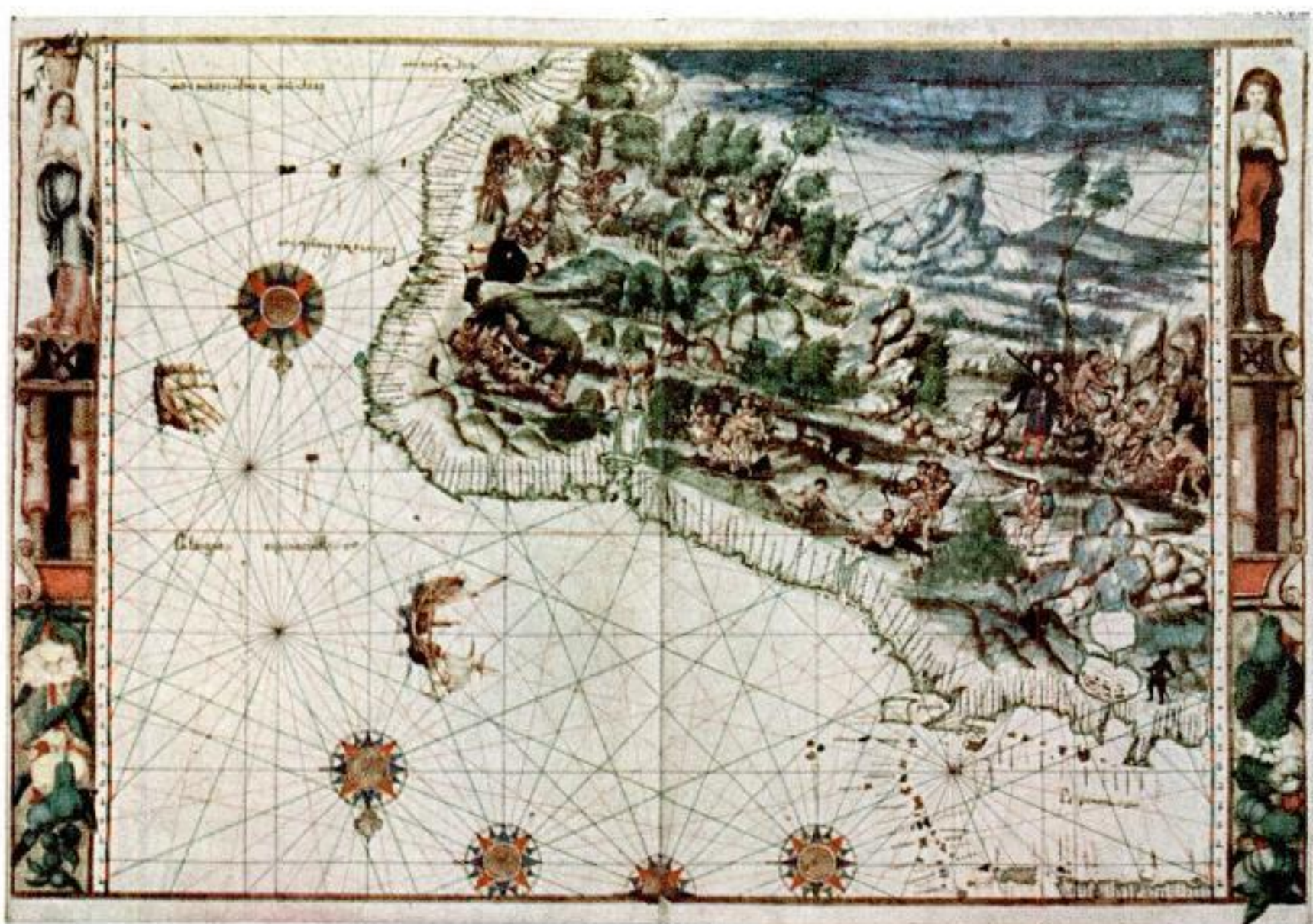
The cartographer embellished these maps with pictures, as was the custom of the day. Only instead of depicting the usual sea monsters and wind gods, he attempted to paint things as they really were. Mistakenly he included several ladies in the retinue of Jacques Cartier when it first landed in Canada (*below*) and showed a fabulous castle in the region that later became Mexico (*right*). But such pleasant exaggerations made the explorer's hard job seem a happier one and beckoned his small ships beyond the fearful horizon.



CARIBBEAN AREA, discovered and explored by Christopher Columbus, shows region from Texas to the top of South America. As in all four maps on these pages, north is at bottom.



COAST OF ARGENTINA, after the historic voyages of Magellan and Sebastian Cabot, was mapped with special attention to the Straits of Magellan and the mouth of La Plata river.



BRAZIL, first sighted by Amerigo Vespucci, for whom America was named, shows only the mouth of the Amazon River (*center*) because map makers were still uncertain of its course.



THE ARMADA, painted a few years after the battle, shows the close-packed Spanish fleet in the background with a huge Spanish galleon at left.

At center are English fire ships going toward the enemy. This operation began at midnight on July 28, 1588 and continued through the next day.



KING PHILIP II of Spain, painted by an Italian woman, Sophonisba Angussola, fought to perpetuate the glory of Spain and the Catholic Church.

Conflict

The fleets of Spain and England settled fate of two world empires

Around the stately figures of Spain's King Philip (*left*) and England's Queen Elizabeth (*right*) raged a conflict that altered the history of earth and sea and even, according to churchmen of their day, sent a deep shudder through heaven. When Philip came to the throne in 1556, he was ruler in Europe not only of Spain but also of The Netherlands and parts of Italy. But great as his empire was, Philip was beset in many ways by England and its Queen Elizabeth. Politically Philip found England fomenting rebellion in The Netherlands. Spiritually he was disturbed by the increasing power of English Protestantism. Personally he was exceedingly annoyed by Elizabeth. He had been married to England's Queen Mary ("Bloody Mary"), Elizabeth's half sister. After she died he proposed marriage to the new queen, Elizabeth, who never said yes and never said no, playing for time to consolidate her position and build up England's strength.

But Philip's biggest trouble with England was over empire. Spain quickly exploited the rich, warm worlds its explorers found—the treasure-laden lands of Mexico and South America. But England found no easy gold and silver in the northern shores its explorers had claimed. So it turned its buccaneers—Hawkins, Drake, Frobisher—to plundering the settlements and the heavily laden galleons of Spain. Finally in 1588, to squelch the English, Philip sent out his Invincible Armada and off Plymouth it met the English. For nine days, the fleets feinted at each other. Then, by night, the British sent flaming ships into the enemy's formation, disorganized the fleet and scattered it for miles along the coast. The Spaniards managed to get away, but a storm completed the havoc the British had begun. Less than half of the Invincible Armada got back home. Spain's empire was never again so great. But England had the way to empire clear. Its ships had the run of the ocean and, when the age of exploring turned to an age of colonizing, its settlers could come with their English enterprise and their sturdy Protestantism to the challenging shores of the new colonies.

QUEEN ELIZABETH, painted by an unknown artist, is portrayed standing on a map of England, which during her reign of 44 years rose to glory. →



THE AMBASSADORS (*above*), by Holbein, shows heightened interest in devices which aided exploration. Among objects on table between the French ambassadors are an astrolabe, quadrant, sundials, globes. The elongated object in foreground is an optical trick. Viewed close up from right it resembles a skull, emblem of the ambassador at left.



SWANKY COLONIST (*left*) is this European painted in India by a 17th Century Indian artist. With his sword, baggy pants and flaring jacket he has adopted Indian style of dress. India-printed fabrics became the vogue in Europe.

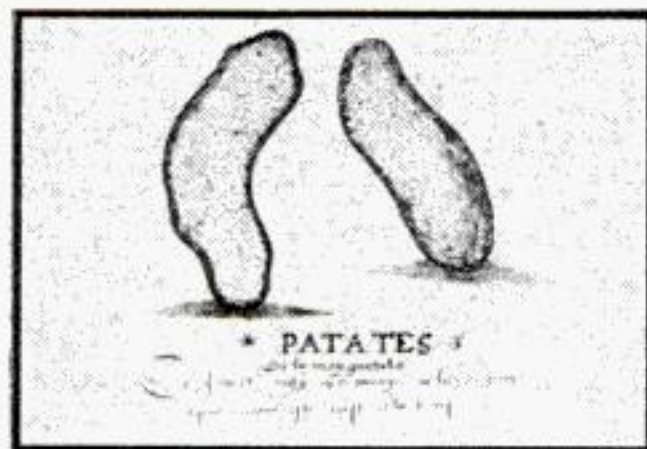
LADY SMOKER (*right*) named Mary Frith, whose tobacco came from America, was immortalized in this 17th Century painting. Though verse below the picture implies it is nonsense for women to smoke, Mary puffed until she died at 75.



Effects

The new age gave Europe potatoes and utopias

Like a sea wind, news of the new worlds swept across Europe, sharpening men's appetites and minds. Every returning galleon brought a cargo of new materials and new flavors and new ideas. From Arabia came coffee which stimulated brilliant conversation in the coffeehouses of Johnson's England. Other importations were tea, cocoa, quinine, tobacco, tomatoes, corn and the ubiquitous potato (*above*) which was sketched by a sailor on Drake's trip around the world. Philos-



ophers like Thomas More were inspired by broadened horizons to envision utopias where men could lead a better life. These blueprints for ideal societies often influenced men's thinking when they came to set up colonies. Poets also were imbued with the new wonder. Shakespeare's plays abound in references to India and the Orient, and even to Bermuda when in *The Tempest* the sprite Ariel tells how he was sent "at midnight to fetch dew from the still-vex'd Bermoothes."

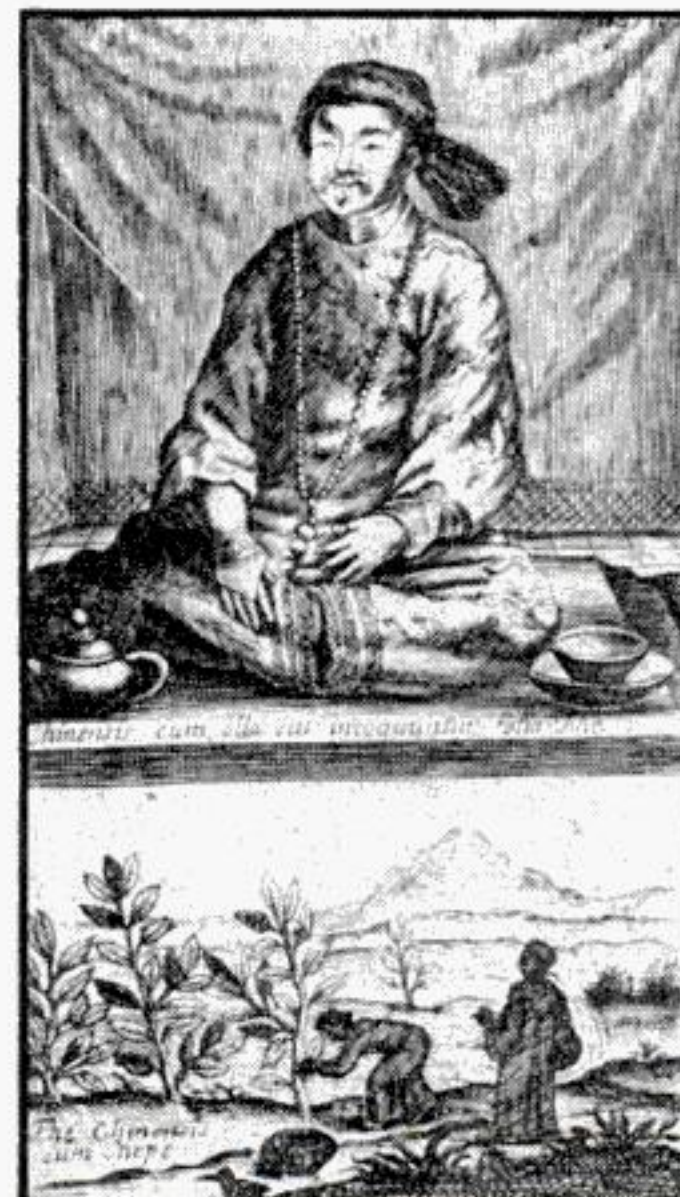


UTOPIA was a perfect state off South America, imagined by Englishman Thomas More in

1516. Inspired by Amerigo Vespucci's travels, he described an ideal mythical society.



COFFEE PLANT was discovered in Arabia, as indicated by Arab (*top*).

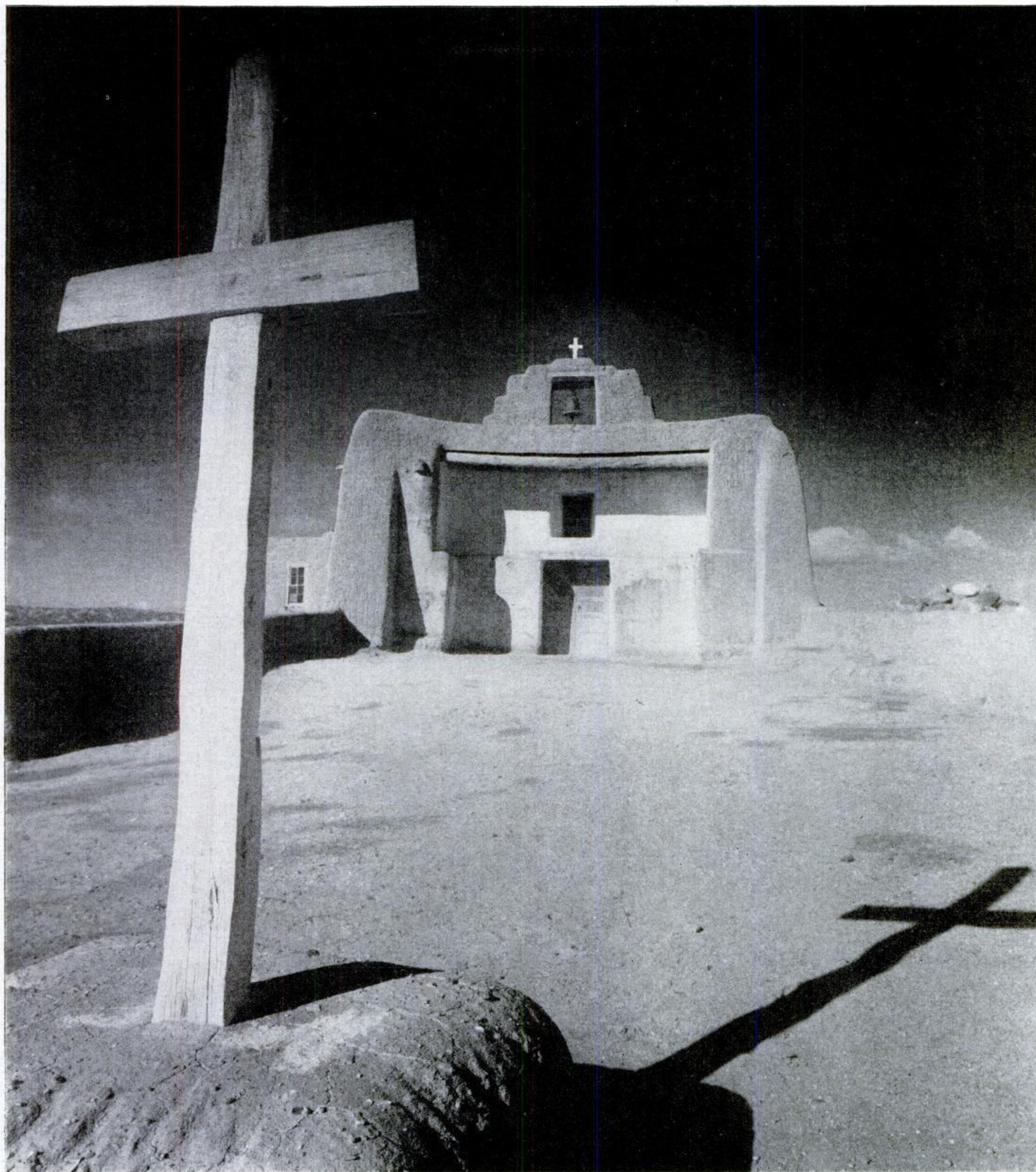


TEA PLANT came from China, as shown by the Celestial tea drinker.



CACAO BEANS from Mexico produced cocoa in pot at Indian's feet.





← **THE MASK** of Quetzalcoatl (*opposite*), the great white god of the Aztecs, was sent to the Spaniard Cortes in 1519 by Montezuma, the Aztec king who thought the Spaniard was the god himself, coming back to his people.

THE MISSION of Our Lady of the Ascension in New Mexico was built in 1692 by Spanish Conqueror De Vargas. He built this austere but lovely church as headquarters for Franciscan monks, who followed conquerors.

Conquest

Spain's intrepid conquistadors sailed for gold, glory and gospel

This fearsome mask and beautiful mission are a beginning and an end of a lurid segment of the explorations, the Spanish conquests. The pagan Aztecs sent Hernando Cortes the turquoise-studded mask because they thought he was their god. Instead he was their conqueror who, like other conquistadors, killed and pillaged. But with their greed the Spaniards also brought the crusading spirit of Christianity. The Spaniards came north, then fell back, having made their mark on the U.S. southwest. But instead of the thriving cities the English colonizers built, they left mostly the stark, sun-baked missions on the desert.



KILLER CRABS, as pictured by De Bry, attacked a shipwrecked crew off India. While crew constructed a boat from wreckage, guards fended off the pincer movement. Crabs were supposedly so big they could slay victims.



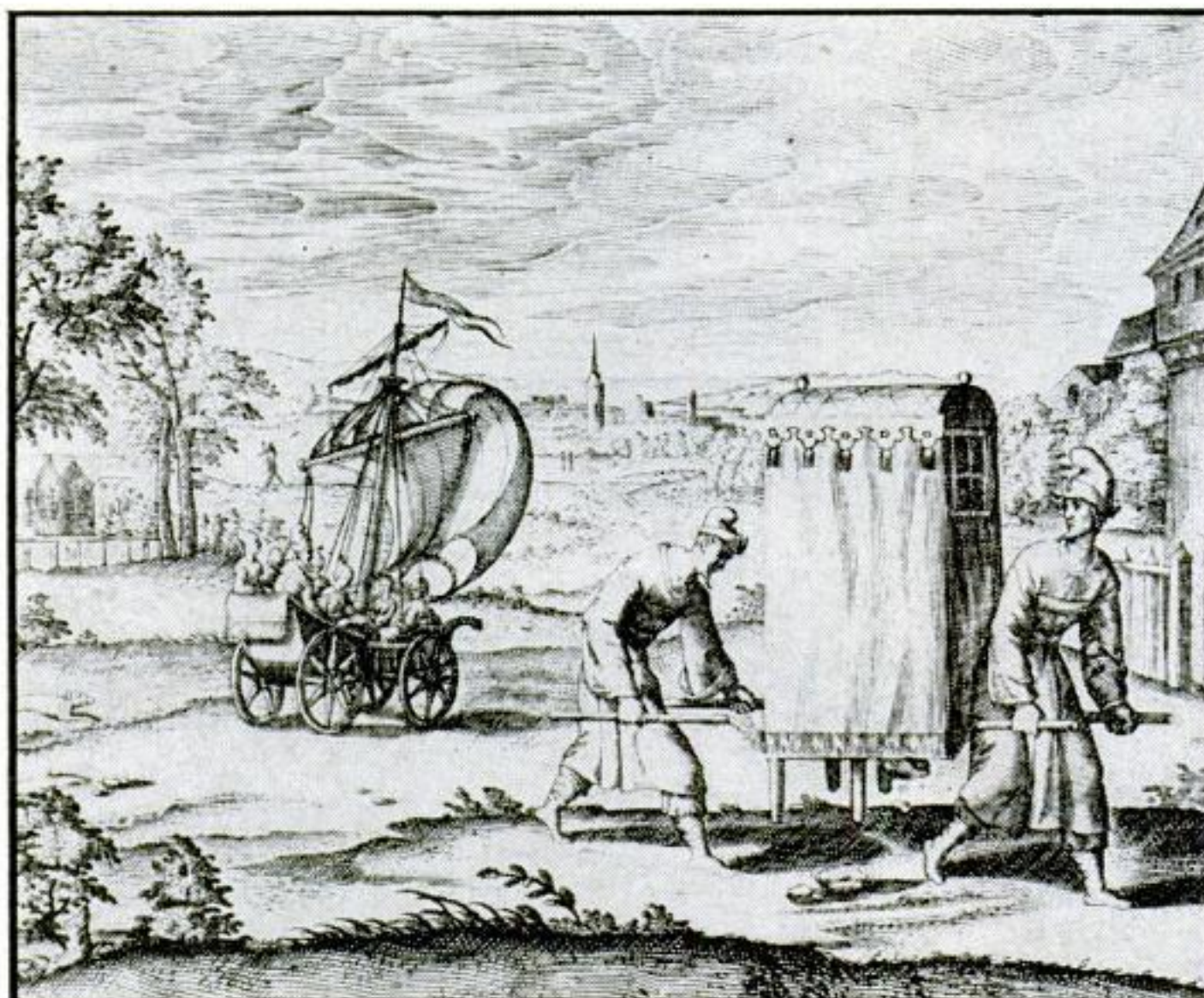
PENGUIN MASSACRE by Dutch sailors took place off the Straits of Magellan while ships waited for winds. Birds were edible and tame enough to be clubbed. Enough were killed at one time, said De Bry, to fill 28 ships.



A MARKET held by the peaceful natives of Cartagena in South America abounded in fruits, fish, pepper, grains, gems and golden neckpieces. Garments worn and sold by natives were made of bright, overlapping feathers.



TEST OF IMMORTALITY was made on Spaniard in Puerto Rico. To disprove myth that white men could not die, the natives held a Spaniard under water until he drowned (*right*), examined corpse (*left*), took it to chief.



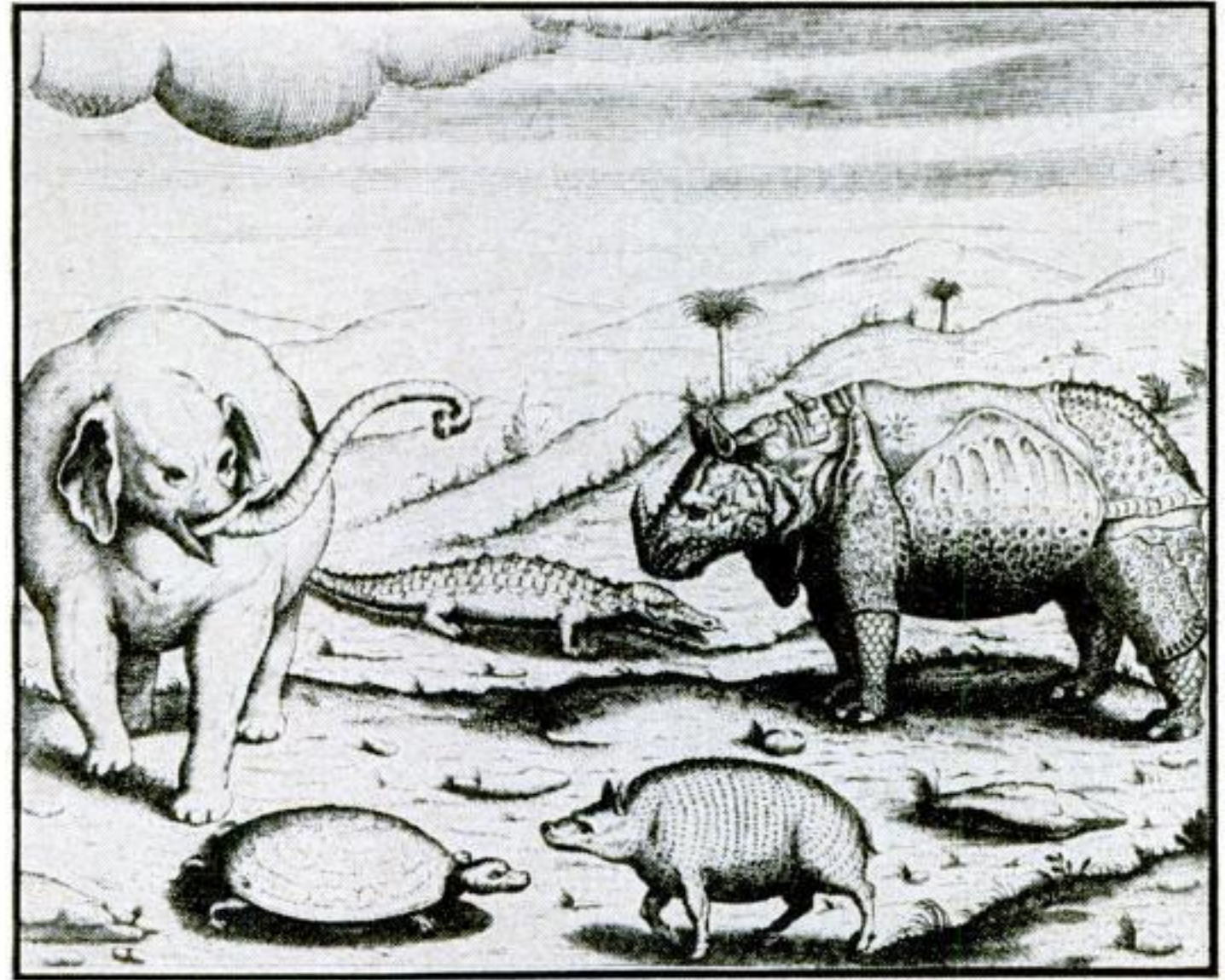
CHINESE LOCOMOTION, especially for women of high station, often consisted of carrier chairs hung with silken curtains. Chinese also used four-wheel wagons equipped with sails and were happily wafted over flat terrain.



"SILVER MOUNTAIN," world's richest silver mine in 16th Century in Peru, was pictured in cross-section. Miners carried ore on backs as they scrambled up rope ladder, three at a time. Topmost man carried a torch.



FABULOUS FRUITS of India were catalogued by De Bry. They included (left to right) the betel palm, whose leaves are chewed, the pineapple, "the best fruit in smell and taste," the date palm, the samana and the mango.



BEASTS found in India were the elephant, whose tusks were sold mainly to the Portuguese explorers, the crocodile, rhinoceros, tortoise and possibly an armadillo. In De Bry's imagination elephants were frightfully fat.

Far Lands

De Bry made a lexicon of oddities

With no cameras to record the news, people who stayed at home during the Age of Exploration had to rely on artists to show them what the new lands were like. By far the busiest artist in this field was a German, Theodorus de Bry, who lived in Frankfurt. De Bry assembled a series of accounts of travels, illustrated them lavishly, either out of his own imagination or from sketches made by earlier voyagers, and published them in a series of books. His drawings, 11 of which are shown on these pages, are hardly remarkable for their accuracy, but they conveyed the excitement and fascination of far-away places. They incited many stay-at-homes to invest their money in treasure hunts and wildcat voyages, and, like recruiting posters, they beckoned young men down to the sea and lured them on to fabled lands where "fountains spout gold" and "all fruits are delicious to eat."



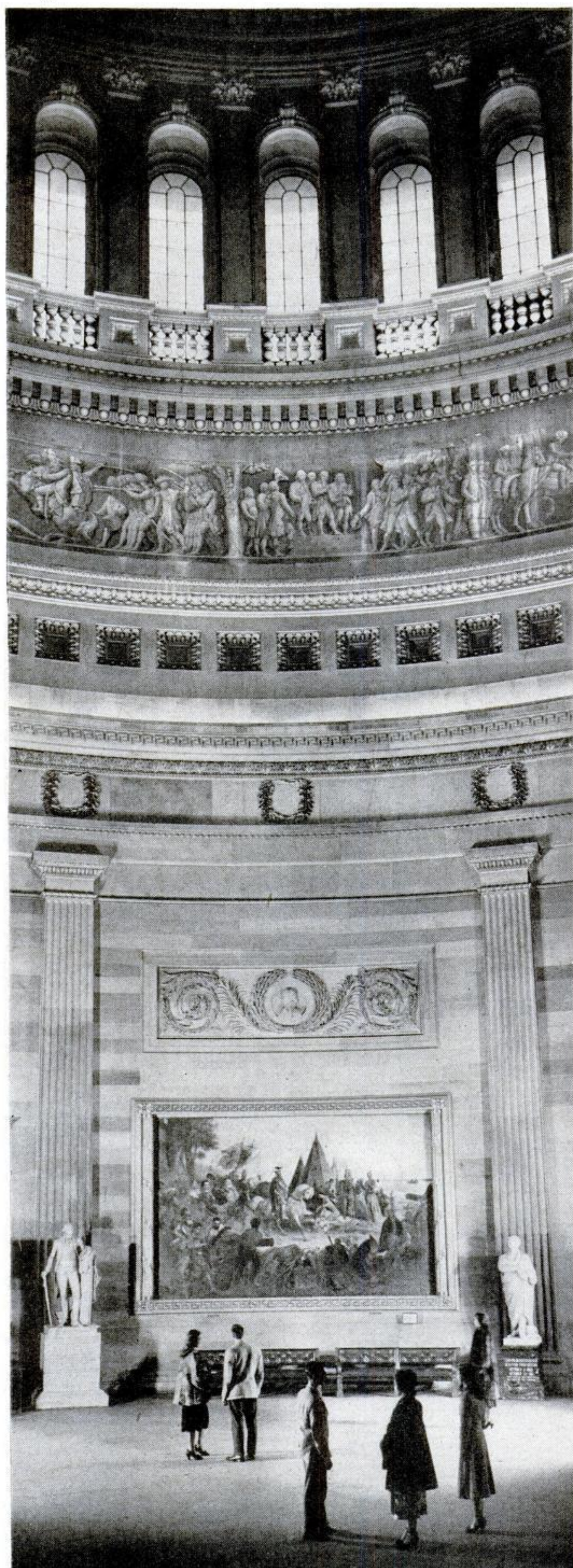
TREE DWELLERS in South America astonished Spain's explorers, who likened them to magpies. The treed natives tried to defend themselves with stones, water and arrows, but attackers had advantage of a sharp ax.



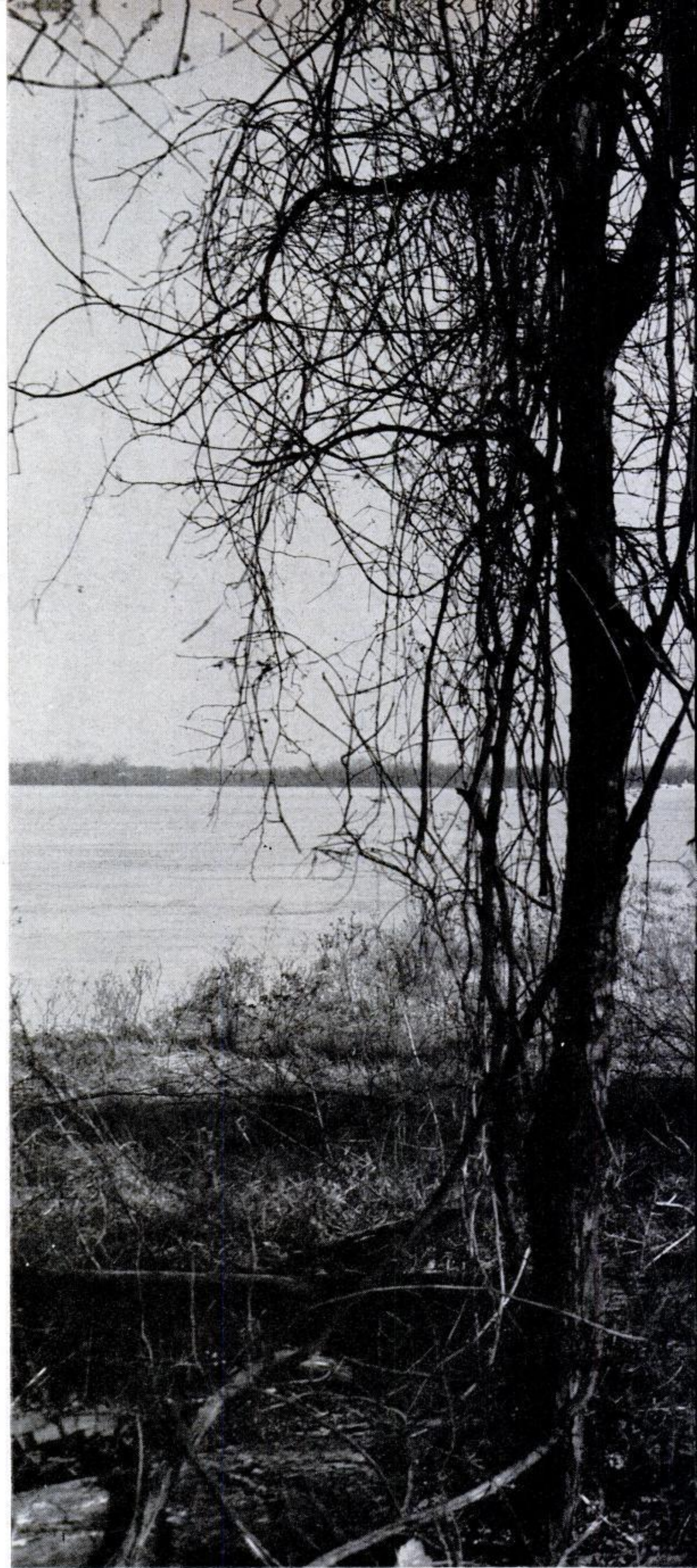
ON HOT ISLAND of Ormuz, temperature was so high inhabitants built houses with air holes in roof. To keep cool, husbands and wives slept in caskets of water. Natives also had plague of worms which stuck to their legs.



JAVANESE DANCERS, separated into rows of men and women, awed explorers by sinuous movements of hands, hips. Musical instrument at right, something like a marimba, was made of sugar-cane stalks topped with metal.



DE SOTO'S DISCOVERY of Mississippi is celebrated in a painting which is mounted now in rotunda of the Capitol at Washington, D. C. Painter W. H. Powell added fancy banners and a cannon to dress up the occasion.



THIS IS THE RIVER DE SOTO SAW WHEN HE CAME ON HIS HORSE

Fulfillment

Out of the New World's wilderness
grew America's strength and hopes



AND DISCOVERED THE FATHER OF WATERS. TODAY NEAR THE SPOT THE BUILDINGS OF MEMPHIS TOWER OVER THE MISSISSIPPI

When Hernando de Soto, one of Spain's conquistadors, set forth to find the Seven Cities of Cibola, he was doomed to disappointment. The fabled cities with their bejeweled doors turned out to be a simple Indian pueblo. But De Soto's long hunt through swamps and forests finally led him to discover the great Mississippi (*above*), which he first saw on May 8, 1541. "If a man stood still on the other side it could not be discerned whether he was a man or no," wrote one of his men, awed by its mighty breadth. Later, on the river's shore, De Soto fell ill and died. In the black of night his men sewed him in fur skins weighted with

stones, and he was dropped into the great river that he had discovered.

It was more than a century before any white man saw the Mississippi again, but it was destined to wind its way through American history when Spain, England and France struggled for its possession. Today, in the Capitol in Washington, a painting (*left*) memorializes De Soto's discovery. But the greater memorial stands near the spot where De Soto first stood. There, close to the broad river, lies the city of Memphis like a mirage in the sunlight. Of all the wonders, the explorers saw none so wonderful as the nation which has grown in the land they found.

Exploration

CONTINUED FROM PAGE 74

land far out in the western Atlantic. There were the multiple legends of St. Brendan, the Irish monk who had crossed the open sea in a curragh of stitched hides and had found a misty land far out in the west—St. Brendan's Isle—which mariners still looked for during the Age of Discovery. There were the legends of King Arthur, who had conquered Ireland and Iceland. He had voyaged beyond, the legends said, and found a blessed land to which, after his mortal wounding in the last great battle with the heathen, a barge with three mourning queens bore him away—"the island-valley of Avilion."

Even in the ancient world Iceland was known by the name of Ultima Thule, which meant the end of the earth for Pytheas of Massilia (Marseille), a contemporary of Alexander the Great, had made a voyage there. But ages which believed in hippogriffs and unicorns laughed at Pytheas' reports of seas of floating ice, winters when there was no daylight and summers when there was no night.

When the Norse sea rovers reached Iceland (around 860) they found that others besides Pytheas had been there. On the shore they discovered crosses, bells and books in Irish characters.

By 986 Greenland was colonized from Iceland by Eric the Red. By the year 1000 Eric's son Leif, making a nonstop voyage from Norway to Greenland, was blown upon the North American coast, probably Nova Scotia or Newfoundland. He had no trouble finding his way home. Because of the abundant wild grapes, Leif called the new land Vinland.

More than one attempt was made by Greenlanders to colonize Vinland, probably around Cape Cod and Martha's Vineyard. But the skraelings (savages) attacked in overwhelming numbers. In one battle the Norsemen were routed until Eric the Red's daughter exposed her breast and whetted a sword against it. This gesture so shocked the native New Englanders that they fled.

Greenlanders were so familiar with the North American coast that they had divided it into three regions—Helluland, the bleak wastes of Labrador; Markland, where Greenlanders went for masts and timbers for their boats and houses, and Vinland.

And medieval Europe was well aware of Greenland. For decades the bishopric of Greenland was part of the archbishopric of Hamburg, and the bishop of Greenland presided over 16 churches, a monastery and a nunnery. Three popes wrote of their concern for this remote Christian outpost. Greenland paid regular tithes and Greenland products were in brisk demand in Europe's markets—especially walrus thongs for ships' hawsers and white falcons for one of the Middle Ages' favorite sports. Intercourse between medieval Europe and the New World must have been considerable. But the Norsemen left few records. Men and ships shuttled to and fro as in a kind of Arctic fog. Now and then the fog parts for a tantalizing moment to show, for example, that bodies buried in late Greenland graves were dressed in the height of 15th Century fashion; or for a brief record: in 1121 "Bishop Erik Gnuvsson . . . went to Vinland." Nothing more; the fog closes again.

BUT the Greenland traffic was not medieval Europe's only reminder that there was "something" beyond the green Sea of Darkness, the Atlantic. Sometimes off the shores of Europe and the Atlantic islands sailors found sticks carved with an intricate, savage art unknown to Europe. Sometimes the bodies of strange men floated up on the shores. These were not the bodies of Moors or Negroes with whom the late Middle Ages were increasingly familiar. They had broad faces and were probably Indians who had been carried thousands of miles by the Atlantic currents, after fates as mysterious as those of the men of the Kensington Stone. And some of those who saw them must have stared at those bodies with a wild surmise.

Thus medieval Europe strained toward America as a sail strains from a mast. But the wind that must fill it was fitful and lacked consistent force. That force was supplied by the Renaissance.

All things must be moved by spirit before they can be imagined

CONTINUED ON PAGE 93

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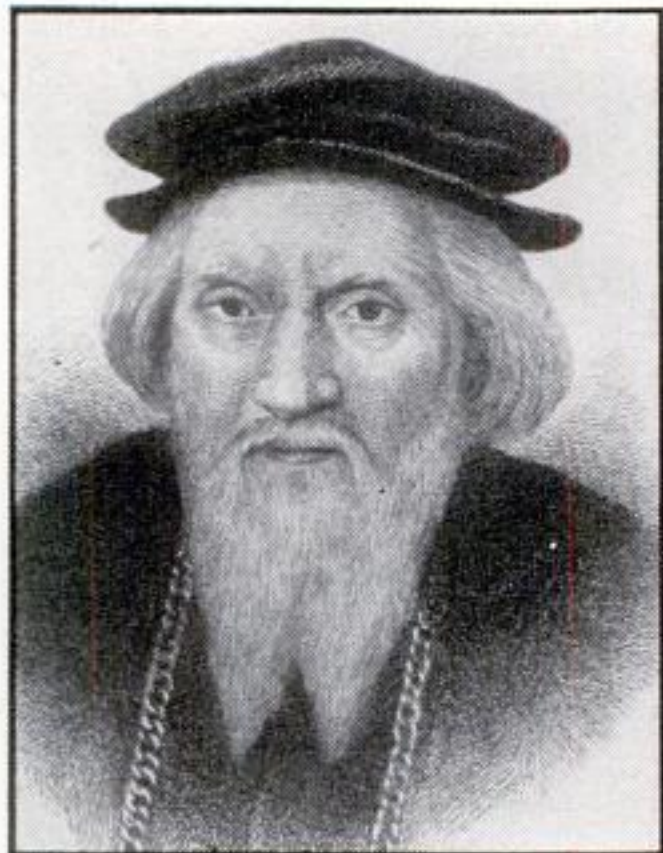


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for the loveliest legs in the world . . . by the world's largest manufacturers of full-fashioned stockings.



JOHN CABOT, a Venetian who sailed for England's Henry VII, reached Maine but thought it was Asia. He got £10 for his discovery.



SIR FRANCIS DRAKE, Englishman, circled globe by 1580 for England, brought home treasure worth more than million pounds.

Exploration CONTINUED

by mind or achieved by hands. The Renaissance had begun as a spiritual ferment—in art, in literature, in learning, philosophy and science—whose energies began the shaping of the modern mind. The Age of Discovery was the energy of the Renaissance hurling itself into the conquest of space and distance to reveal the modern world. The qualities wanted for discovery were the qualities which the Renaissance nourished and which challenge calls forth in average men—alertness, audacity, durability, vigor, instant force. With the Age of Discovery the great door of opportunity for simple men began to swing back until it opened fully on the western world and became synonymous with America.

A religious and a practical challenge called forth these qualities. By the 15th Century the great Crusades were over. But the crusading temper still persisted, for the Mohammedan menace remained. The Mohammedan Turks were an aggressor nation. By 1453 they had captured Constantinople and extinguished the Byzantine Empire. In less than a hundred years they would be at the gates of Vienna. The Mohammedan Moors still ruled in southern Spain. The secular side of this situation concerned the trade with the East in textiles and spices—indispensable for the preservation of meat in those unrefrigerated days—which passed through Mohammedan hands. Turks, Arabs and Moors levied tariffs on everything that came by the overland trade routes from the East. Thus a sea route to India became a necessity and the underlying religious conflict explains why this commercial aim was constantly complicated among Spaniards and Portuguese by a crusading spirit that was always fanatical and sometimes more strongly cruel.

The Age of Discovery was made possible by certain technical developments and by the vision of two extraordinary men. The technical developments were in naval architecture, the construction of more seaworthy ships, first by the Genoese, who even in the 13th Century made voyages as far as the Canary Islands, and later by the Portuguese. Just as important were the development of the card compass, the quadrant (for rough reckoning of latitude) and the portolanos, practical navigators' charts of detailed exactitude.

The men were Henry the Navigator, a prince of Portugal, and Christopher Columbus, the wool carder of Genoa.

PRINCE HENRY was the organizer of victory. His mother was a daughter of John of Gaunt, the English kingmaker. His cousin was Henry V of England, the victor of Agincourt. Henry established himself at Sagres (now Cape St. Vincent). On this rocky point he built a palace, a chapel (for he was an intensely religious man, ascetic and celibate), an observatory and housing for the cartographers, mathematicians and navigators who soon surrounded him. At Lagos nearby he constructed docks and shipyards. A systematic study of charts and navigators' records was begun. Soon Sagres had assembled the best geographical and nautical library in the world. Nautical instruments were developed. At Lagos the caravel, the best sailing ship of its time, was constructed.

Henry was obsessed with opening a sea route to the Guinea Coast

CONTINUED ON NEXT PAGE

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Exploration CONTINUED

of Africa and by a desire to find Prester John, the mythical Christian ruler whose fabulously wealthy kingdom the Middle Ages located first in Asia, then in Africa.

When Henry began his work no Portuguese navigator had been farther south than Cape Bojador. It took 12 years for a Portuguese ship to pass it. Criticism of Henry's projects as dangerous and profitless was intense. For while few navigators believed that the world was flat, many still believed that in the tropics "the sun poured down sheets of liquid flame," the ocean boiled and the searing heat turned white men black. But when Prince Henry's men passed Cape Blanco and brought back gold dust and slaves, criticism died away. Companies were quickly formed to exploit the new wealth.

Prince Henry took success with the same "virtuous obstinacy" as failure. He gave away his own share of the slaves, insisting that the captives be baptized, well-treated and taught trades. His interest in slavery was religious—"The salvation of those souls that before were lost." Religiously he belonged to the Middle Ages. But in practical matters he was a man of the Renaissance, driven by an intelligence whose mode was mathematics.

By the time Prince Henry died (1460) his captains had sailed south more than 2,000 miles and west to the Azores, almost a third of the way across the Atlantic. Portuguese projects became imperial. Negro chiefs were baptized up and down the coast of Africa. Ambassadors were dispatched to Cairo and Aden to get in touch with Prester John. They failed to find that elusive priest-king. But one of them made his way to Abyssinia and India and discovered the Arab trade routes on the Indian Ocean. It was a fateful discovery. Prince Henry's patience was paying off. In 1487 Bartolomeu Dias made the decisive voyage. His three ships pushed far toward the end of Africa. For 13 days, while the men's teeth chattered with fear and the cold, which suddenly became intense, the little ships were driven south before a storm. Then Dias turned north and found land to larboard. He had rounded the Cape of Good Hope and found the way around Africa.

Wrote Luís de Camões of his countrymen's exploits in *The Lusiad*, the epic of Portuguese discovery: "*E se mais mundo houvera, lá chegára*" ("And if there had been more of the world, they would have got there").

IF Prince Henry prepared, Columbus personified the Age of Discovery. His story is one of the world's great legends, and the instinct of the world has been quite right to reject the censures of his detractors and to read between the lines of the legend the meaning of the age. Most meaning lay in the character of a man possessed of practically nothing but a great idea, which against tremendous odds he put across. The drama was merely heightened by the fact that the idea was right in theory and wrong in practice and that Columbus' failure was enormously more successful than his dream of success.

The idea, of course, was the paradox that the East could be reached most quickly by sailing west, that India, China and Japan lay not too far beyond the frightening silences and the terrifying rages of what Portuguese and Spaniards called "the Ocean Sea." The failure, due to a simple miscalculation of the earth's circumference, meant the providential disclosure of the land mass of the Americas.

One of Prince Henry's navigators had been a Portuguese nobleman named Bartolomeu Perestrelo. He had been governor of the island of Porto Santo, off Africa. There his son-in-law Christopher Columbus had stayed, studying the maps and cosmographical works about which the Portuguese were so secretive. There too, it is rumored, came the Alonso Sánchez whose caravel had been blown off its course and carried to a strange western land, probably Haiti. Columbus took care of Sánchez, and when Sánchez died he left the future Admiral of the Ocean Sea instructions about how to reach the western land. Certainly in sailing west with the trade winds and east with the westerly winds, Columbus unerringly chose the best routes for coming from and returning to Spain.

The rest of the Columbian epic is familiar, evocative and satisfying. He tried to get backing from the King of Portugal and was turned down, paid court to Queen Isabella and King Ferdinand of Spain, had set out in despair to offer his services to the King of France when a royal messenger overtook him.

CONTINUED ON PAGE 97



"Bet they'll want a retake of this scene!"

We can picture *you* sipping your first Calvert and soda —
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milder qualities — a whiskey that's lighter, mellower, smoother.
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NOW TASTE Hi Ho!



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Exploration CONTINUED

He had stood out for some rather stiff terms and got most of them. Columbus was to be admiral of all the seas and lands he might discover and this title was to be hereditary in his family. He was to be viceroy of his discoveries. He was to have 10% of all profits from the new lands.

The Spanish sovereigns also gave Columbus a letter with a blank space to be filled in with the name of the Grand Khan, Prester John or any other potentate he might meet with:

"To the most serene prince _____, our very dear friend, Ferdinand and Isabella, King and Queen of Castile, Aragon, Léon, etc., greeting and increase of good fortune. We have learned with joy of your esteem and high regard for us and our nation and of your great eagerness to receive information concerning our successes. Wherefore we have resolved to dispatch our noble captain Christopherus Colon to you, with letters, from which you may learn of our good health and prosperity. . . ."

On Aug. 3, 1492 Columbus' three vessels set sail from Palos. The *Niña* and the *Pinta* were smaller than many a Viking craft. The *Santa Maria* was larger. On board were 120 men, including an interpreter who spoke Hebrew, Greek, Chaldean and Arabic and might prove useful with the Grand Khan. The voyage (36 days) was exceptionally easy. But it was not so easy as moderns suppose. The crews' opinion of the Ocean Sea was much like Algernon Swinburne's,

Where beyond the extreme sea-wall and between the remote sea-gates,
Waste water washes, and tall ships founder, and deep death waits.

It was this grim mood that Columbus beat to his will as the three boats measured the thousands of miles of trackless sea with the sliding keels. Then, on the night of Oct. 11, Columbus saw a light. He called Pedro Gutiérrez, groom of the king's bedchamber, who also saw it. They called Rodrigo Sánchez, whom the sovereigns had sent along as their personal overseer. At first, as is the nature of such men, he did not see the light. But at last it was officially seen. "It appeared like a candle that went up and down, and Don Christopher did not doubt that it was a true light, and that it was on land; and so it proved, as it came from people passing with lights from one cottage to another."

The sovereigns had promised 10,000 *maravedis* to the man who first sighted land. At 2 o'clock in the morning Rodrigo de Triana, a sailor, cried, "Land ho!" from the *Pinta*. But the reward was given to Columbus for reasons reported by the Spanish historian Herrera: "He [Columbus] saw the light in the midst of darkness, signifying the spiritual light which was introduced amongst those barbarous people. . . ." In his disappointment Rodrigo de Triana became a Mohammedan.

The Spaniards went ashore on an island which the Indians called Guanahani, probably Watlings Island in the Bahamas. While the natives watched in awe, Columbus unfurled the banners of Spain and renamed the island San Salvador. Falling on their knees, he and all his men uttered their "immense thanksgiving to Almighty God."

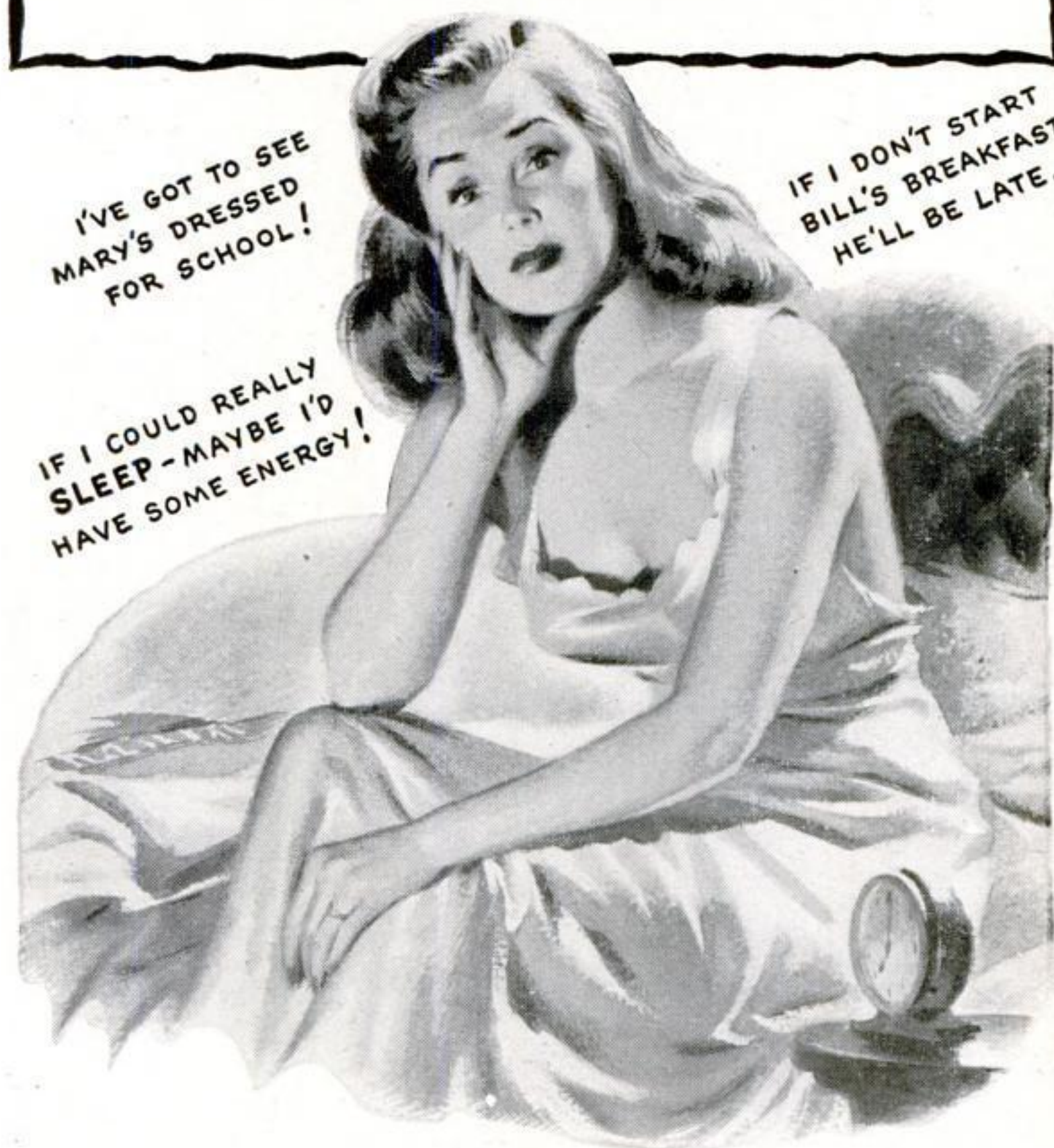
THIS was the moment toward which the vision had unknowingly tended. The rest was tumultuous anticlimax. Columbus was to enjoy a great triumph in Spain—soon chilled by the suspicion that his new lands were not Asia. He was to search with trifling results for gold and discover tobacco. He was to make three more voyages, discover the mainland of South America, see Central America and make his crew sign a statement that Cuba was a part of Asia. For he would not relinquish his vision of the greater reality. "*Il mondo è poco*—the world is small," he insisted, arguing to the bitter end against his glory and the facts of longitude. He was to prove himself an incompetent viceroy and be sent back to Spain in irons. There the sovereigns restored him to his dignities (but not to his authority) and there he died, an embittered and comfortably well-off man.

But the great moment had been on Guanahani when he had turned a hemisphere from the darkness of oblivion to human knowledge and hope, as, in the subtropical light, the old world became a thing of the past and the actual world was revealed.

Before the Age of Discovery, Europe was a small but seethingly self-contained promontory, walled off from the greater part of the world by cliffs of ignorance and religious implacability. In the Age

CONTINUED ON NEXT PAGE

WAKE UP TIRED?



for Better Sleep - Brighter Mornings

-TRY THIS TONIGHT!

As every mother knows—the time you need energy the most is first thing in the morning. If you're tired, listless, low—it's a struggle to get the family up and going—without one cross or bitter word!

So if you haven't been waking up energetic and cheerful lately why don't you try this? Just drink a cup of hot Ovaltine as a regular bedtime habit.

It's not a new idea! Thousands do it to promote more restful sleep—the kind of natural *drugless* sleep that lets you wake up fresh and buoyant.

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So why not start drinking Ovaltine at bedtime—not just once in a while, but every night! See if it doesn't make a happy change. It's not habit forming—but a good habit to form.

OVALTINE

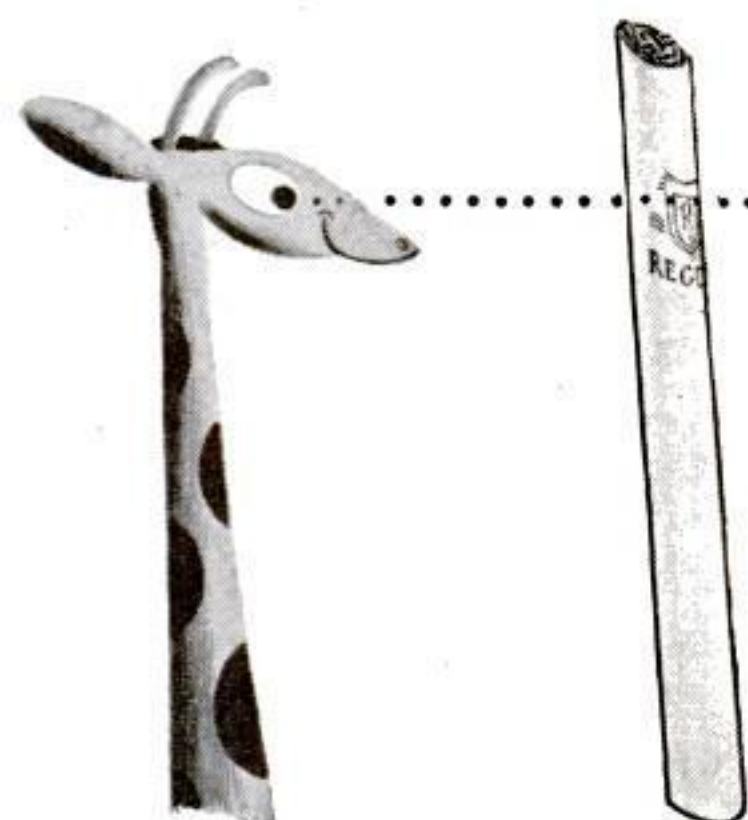
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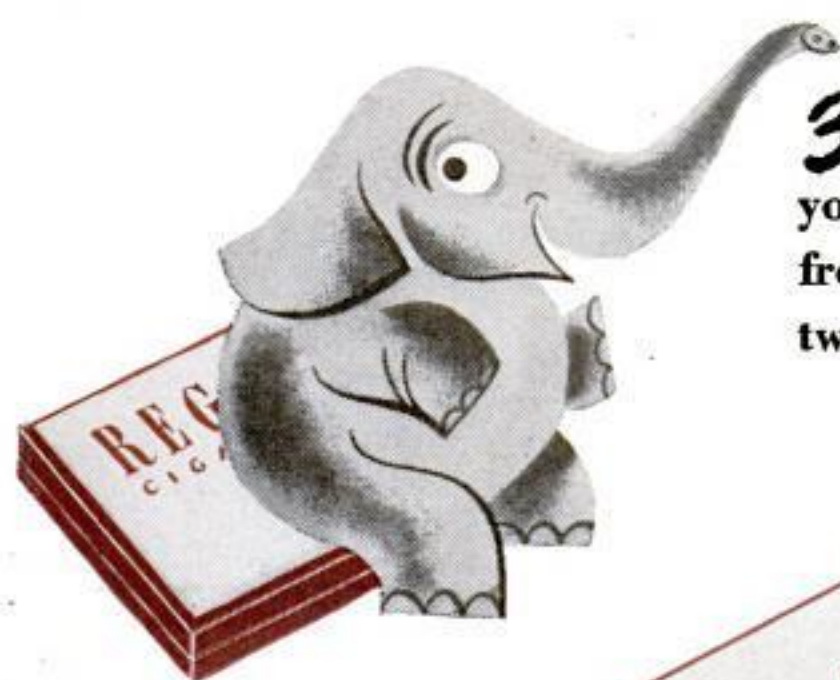
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smoothly pleasant smoking
enjoyment — *that's extra!*

2 OVAL SHAPED . . . to make it gracefully slender and to give you a slower burning, cooler smoke . . . *that's extra!*



3 CRUSH-PROOF BOX . . . to keep your Regents fresh, firm and fit from one thru twenty . . . *that's extra!*



4 MULTIPLE-BLENDED . . . an exclusive process which brings you the world's choicest tobacco in perfect flavor balance . . . *that's extra!*

REGENT

**Popular Price . . .
they cost no more
than ordinary cigarettes.**

Exploration CONTINUED

of Discovery the energy of the Renaissance, indefatigable and irresistible, hurled itself beyond those cliffs. Portugal outflanked the religious barriers of Arab, Turk and Moor by pioneering the sea route to India and the East. Five years after Columbus' first voyage, Vasco da Gama, following the route of Bartolomeu Dias, swept around the Cape of Good Hope up to Zanzibar across the Indian Ocean to Calicut on the coast of India.

The wealth of India flowed back to Europe. But the Renaissance, except for a savage commercial, military and religious energy, gave little to the East. It was too greedy, too intolerant and too busy exploiting.

Soon the Portuguese commander, Alfonso de Albuquerque, had swept the Arabs from the Eastern seas and established a Portuguese empire which controlled the Persian Gulf and the Indonesian trade. With the addition of Macao in China, this empire lasted until Dutch power rose in the 17th Century to dismember it.

But one more momentous voyage was made by a Portuguese (serving under the Spanish flag). In 1520 Fernando Magellan penetrated the strait that bears his name. He and the crews of his three ships were the first white men to burst into the ocean which he called Pacific—though a Spaniard, Vasco Núñez de Balboa, had already seen it from a peak in Darien and claimed it for the Spanish crown.

Antonio Pigafetta, one of the ships' company, has left a description of the first Pacific voyage. "We were three months and twenty days without getting any kind of fresh food. We ate biscuit, which was no longer biscuit but powder of biscuits swarming with worms, for they had eaten the food. It stank strongly of the urine of rats. We also ate some ox hides which covered the top of the mainyard . . . and which had become exceedingly hard. . . . We left them in the sea for four or five days, and then placed them for a few minutes on the top of the embers, and so ate them. Rats were sold for one-half ducat apiece, and even then we could not get them. . . ."

At last the one surviving ship limped back to Spain—without Magellan, for he had been killed in the Philippines in a fight with natives. The globe had been circumnavigated, its sphericity tragically demonstrated.

Spain's opportunity had been greater than Portugal's. For Spain dealt not with an ancient, tenacious, proliferating culture, but with vast colonizable tracts of the earth. The only aboriginal cultures that the Spaniards encountered, the splendid Inca and Aztec empires, they looted and obliterated. The conquistador Hernando Cortes with a handful of followers captured the capital of Montezuma and enslaved the Aztec nation. Francisco Pizarro, an illiterate who could not sign his own name, performed the same exploit on a greater scale in Peru, capturing the Inca king, extorting a ransom worth more than \$15,500,000 and then killing him.

AS Spain expended its energies on conquest and get-rich-quick plunder, new nations took to discovery. England had early sent out John Cabot, like Columbus a Genoese, who had become a naturalized Venetian. On two voyages he sighted the coast of North America. Like Columbus he thought that it was Asia. France sent off Juan Verrazano, a Florentine, and presently a galaxy of French explorers—Cartier, Champlain, La Salle, Pére Marquette—staked out the French claims to Canada, the Great Lakes country and the Mississippi Valley. The Dutch explored the Hudson River country.

It was soon pretty well understood that the New World was a continental land mass, and a frantic search began for a passage to Asia around or through the Americas. For the two continents had acquired a name. Amerigo Vespucci, a Florentine, sailing first under the Spanish, then under the Portuguese flag, had explored the coast of South America. Through a swindle or a map-making fumble, he had given his name to both continents.

From Peru and Mexico, the great treasure galleons still ferried to Spain the Inca and Aztec wealth and the gold and silver dug by those enslaved nations from the mines that had been theirs. The looted wealth and the immense proceeds of the Spanish and Portuguese import trade affected Europe in many ways. Luxuries became cheaper and more people enjoyed them. About a fifth of the new wealth was used for embellishment. Gold chains, cloth of gold and silver, gold and silver lace were widely used. Jewels from the East and the New World decked the well-to-do in new profusion.

CONTINUED ON PAGE 101



Our Third President was Our First Spaghetti Maker

Most of us know that Thomas Jefferson expressed America's idea of freedom by writing the Declaration of Independence, but few know that he guided our forefathers to better living by also writing an excellent cookbook.

From Naples he got a mould to form spaghetti and introduced what today is one of our most important and popular foods. He did the marketing for the White House and presided genially over its inviting table. Jefferson earnestly believed that good food and drink temperately enjoyed each day with good friends were essential to a worthwhile lifetime.

* * *

Live life, every golden minute of it.
Enjoy Budweiser, every golden drop of it.

Budweiser

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here's the
cream of
them all!

contains **Viratol***... gives your hair that "just-combed" look

all
day
long!

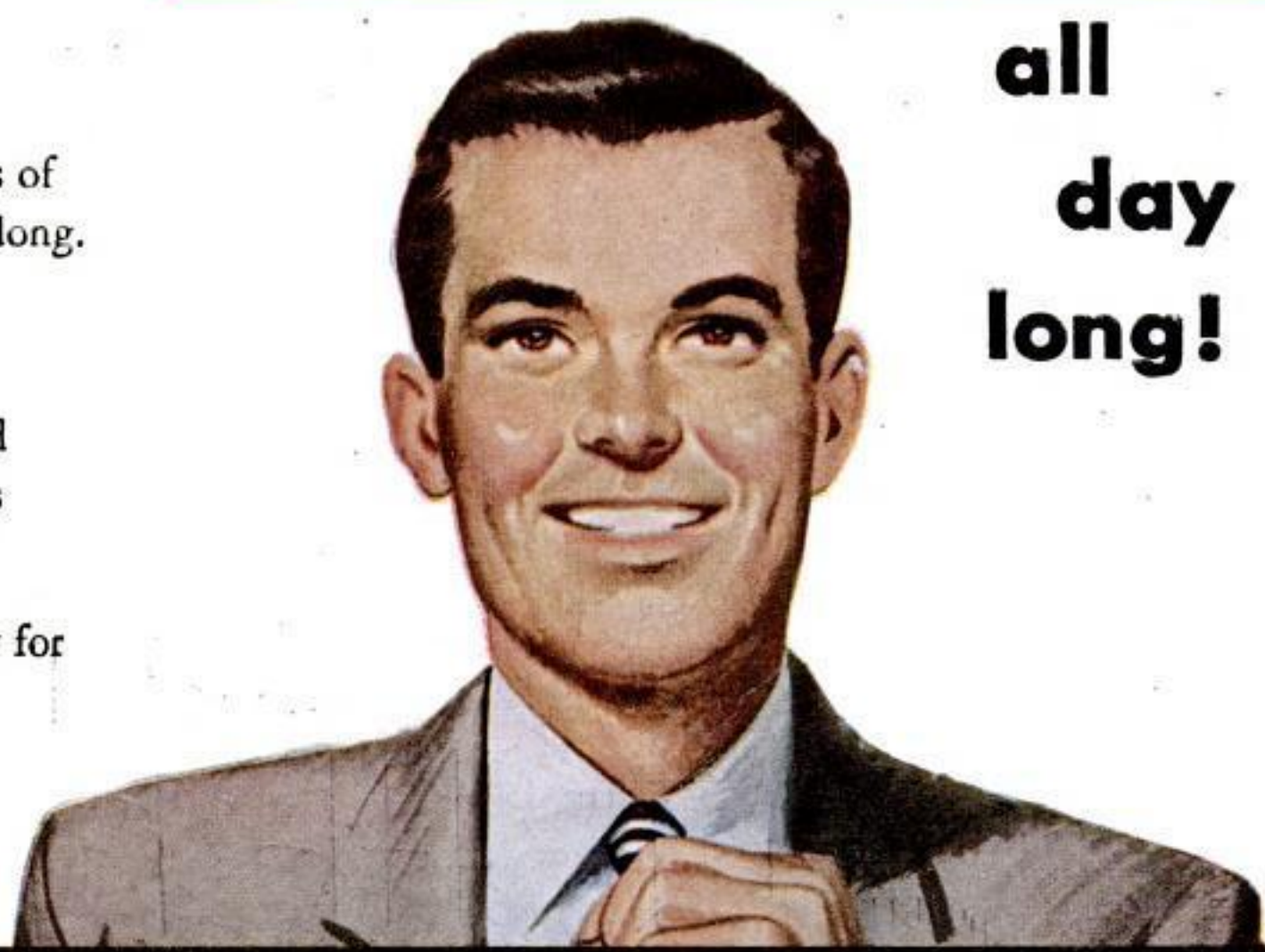
NEW FORMULA WITH VIRATOL*, works wonders in the looks of your hair. Gives it that "just-combed" look... all day long. Your hair not only *looks* natural... but it *feels* natural and it *stays in place!*

CONTAINS TRIPLE-A LANOLIN, TOO! Gives you the combined ingredients for the kind of scalp care you need... helps relieve loose dandruff, excessive dryness.

HOMOGENIZED FOR SMOOTHNESS! Just the right consistency for year-round easy flow, smoother application.

new Vaseline cream hair tonic
TRADE MARK ®

**This special compound gives lustre... keeps hair in place without stiffness.*



Exploration CONTINUED

There was a fad of the new cheap fabrics—muslin, gingham, calico, chintz. Their cheapness promoted the wearing of underwear and the use of handkerchiefs. Carpets from Persia, and china, wall-paper and umbrellas introduced from China became popular.

In Spain and Portugal the wealth did very little good. The influx of bullion and the sudden increase in currency brought a weakening inflation. Neither Spain nor Portugal kept the wealth because they could not put it to work. It flowed quickly north to France, The Netherlands and England, which had what was lacking in the south: energy, efficient labor and an emerging middle class which could and did use the wealth to build up capital for their burgeoning capitalism.

Trade became the game of great powers, and the fight for it grew into wars of the 18th Century, which were fought over the resources and markets of the new worlds and which were later to sharpen in Europe the growing feeling of nationalism. The discoveries were unsettling in other ways. Travelers came back with stories of new kinds of people who worshiped different gods, lived under different forms of societies and yet seemed to get along very well in their worlds. People began to compare and question. A new sense of relative values brought with it an exciting skepticism which flowered in France's enlightenment.

BUT, more imposing than anything else, the explorations made Europe the base of world empire. Colonies became the support of countries who got them early and kept them. They also became the envy of those who came too late. The explorations made the world a place which more and more belonged to Europeans who, in exploiting it, also spread their culture and (what would have happened if another crusading religion, the Mohammedan, had discovered and colonized?) their Christianity.

A century after Columbus, the Age of Discovery had simmered down into the more humdrum business of colonization and an entirely new breed of discoverers appeared. Compared to the dashing Spaniards they were drab. But they too were stirred by religious motives. They were a minor group of dissenters, for the Reformation was tearing Europe apart.

In 1620 the Pilgrims set out in a leaky boat, the *Mayflower*, to plant the second successful English colony in North America. They were chiefly tradesmen and townfolk. They had come to live and worship as free men. They nearly perished of hunger and disease, for they were possibly the group most supremely unfitted to survive in a wilderness teeming with game, beside a sea crowded with fish. They learned from some of the world's worst farmers how to plant corn.

But they, too, had made a discovery which was, in its way, more important than any but Columbus'. And while not new, it was a discovery that has to be perpetually renewed before the eyes of the world so that civilization may not perish. It was: that it is better to die if that must be the price of freedom, but it is better yet to have the resolution and the strength to live that freedom may endure.



GRAVE OF PERE MARQUETTE, French Jesuit missionary who explored the Mississippi, was near Ludington, Mich., is marked now by cross and stone.

"I...? Eat too much?"



"Why, compared to you, Richard Williams, I eat like a bird!"

"Now hold on, Honey. That's not what I mean at all."

"Well . . ."

"If you'll give me just a second to explain . . . I was thinking about the 45,000 meals I'll have to provide for you during your lifetime."

"For goodness' sake! Why worry about that now?"

"I'm not worrying about it any more, Hon, because I had a talk with that friend of mine from Mutual Life today. He showed me how their 'In-

sured Income' Service can help me be sure you'll always have enough money coming in each month to pay the bills, even if I'm not around. And if I am, we won't have to worry about money when I retire.

"So you see, I'm making sure of your next 45,000 meals."

* * *

Family men like Mutual Life's "Insured Income" Service because it's practical. It builds on what you already own—Social Security, pension rights, present life insurance. It brings your dream of complete security for your family within your reach.

Let our career Field Underwriter in your community explain what "Insured Income" can do for you.

YOUR Social Security

WORTH \$3,000 OR \$13,000?

SEND FOR FREE BOOKLET—Find out now how much Social Security may benefit you. If you reside in the United States, mail coupon for explanation of Social Security. You'll also receive a handy file to keep official records you, or your wife, may need later to collect benefits without costly delay.

YOUR
SOCIAL SECURITY
AND HOW
TO GET THE MOST
OUT OF IT

Insured  Income

THE MUTUAL LIFE

INSURANCE COMPANY of NEW YORK

34 Nassau Street, New York 5, N. Y.

Alexander E. Patterson, President

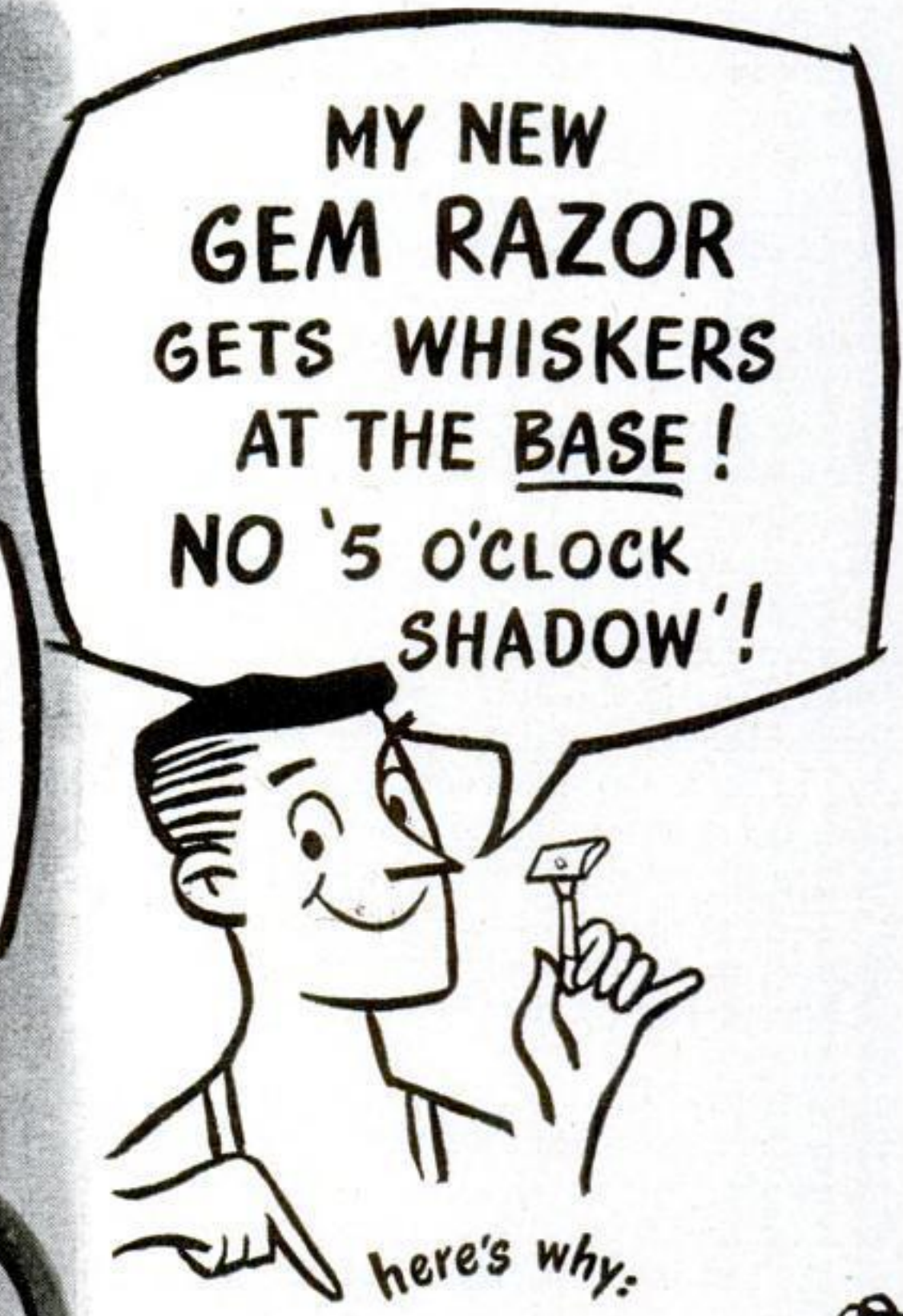
Yes, I would like your FREE Social Security booklet—LS-43.

NAME..... AGE.....

HOME ADDRESS.....

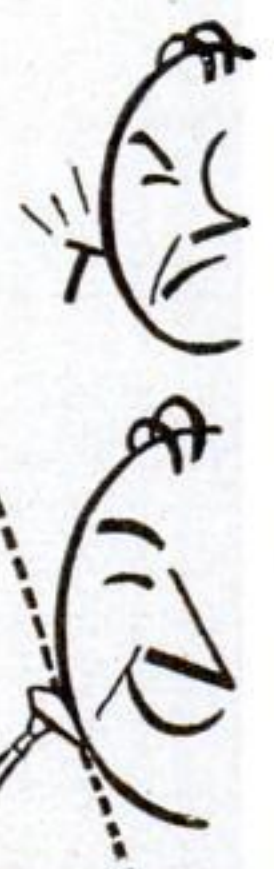
OCCUPATION.....

VETERANS: KEEP YOUR GOVERNMENT LIFE INSURANCE!



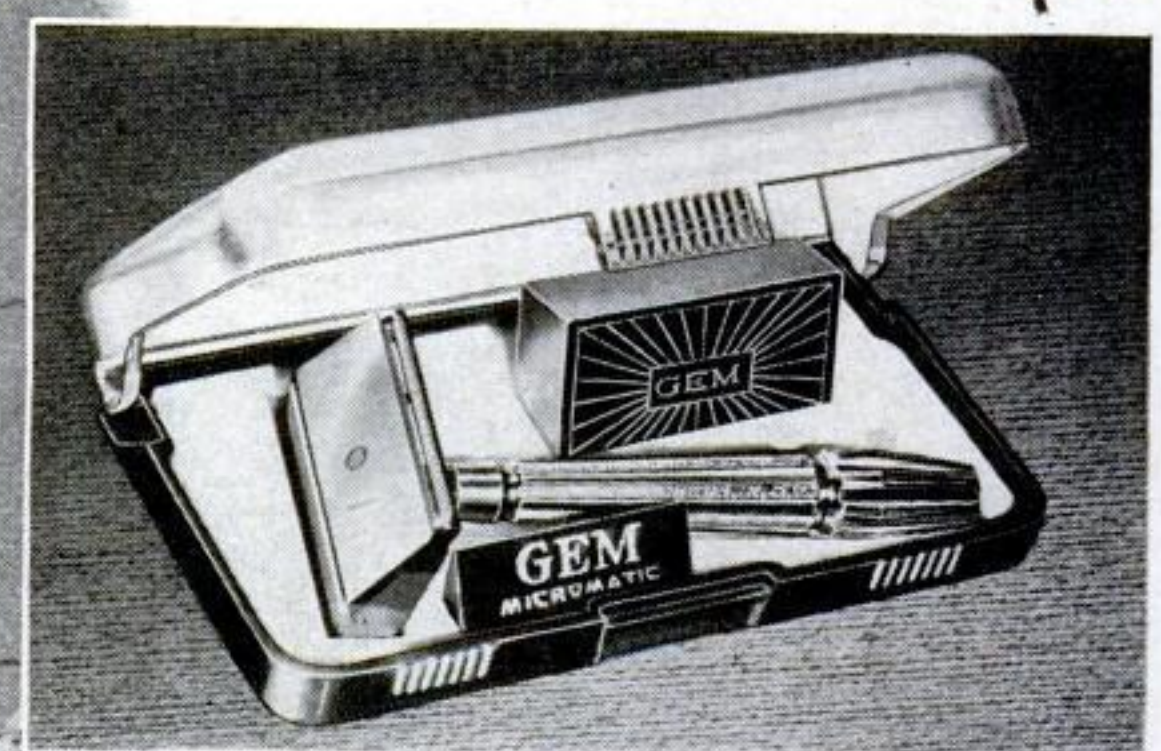
OLD WAY TO SHAVE

The all-important *shaving-angle* is left to chance—blade doesn't shear cleanly, shave doesn't last.



NEW GEM WAY

Simply shave with Gem's 'Guiding Eye' flat against face. Blade meets beard at scientific angle—automatically. Shaves are quicker, cleaner, more comfortable. No '5 o'clock Shadow'!



NEW GEM RAZOR

Twist-it opens! Twist-it closes!
ALL ONE PIECE—NOTHING TO TAKE APART!

Ultra-modern, crystal clear case contains gold-plated 'Guiding Eye' Razor and supply of 2-Edge and Singledge Gem Blades.

\$1.95
Prices adjusted in Canada

GEM JR. MODEL 39¢ — PEERLESS MODEL \$1.25



AVOID '5 O'CLOCK SHADOW' with GEM

Gem Division, American Safety Razor Corp., Brooklyn 1, N.Y.

An A.S.R. Product



WITH A PAIR OF NEW ONE-WAY SUNGLASSES, MODEL LILLY FERNANDEZ ENJOYS COMPLETE OCULAR PRIVACY WHILE A YOUNG MAN STARES HIMSELF IN THE EYE

MIRROR GLASSES

One-way lenses let wearer look out, keep others from looking in

Next summer many people will see themselves double in someone else's sunglasses (*above*). The reason: lenses are now being made of transparent mirror glass through which the wearer can see with perfect ease but which looks like shiny mirrors to anybody else.

The new glasses have several advantages. Most important, they do a fine job of protecting eyes by reflecting 30% of the sun's infrared (heat) waves.

Unmirrored sunglasses of comparable strength reflect only 5%. In addition the new glasses can be used as handy make-up mirrors, and they can hide black or bloodshot eyes completely.

Designer of the new glasses is New York Optician Monroe B. Levoy. He calls them Kool Krome and hopes they will be popular with beach loungers, golfers, motorists and skiers. He knows their fad value will put the high-school market in the bag.

Amazing!

vitone

a skin-smoother finer than Lanolin... now in

Jergens Face Cream



Now yours—a smoother, romance-inviting complexion. Yours with Jergens Cream enriched with Vitone. The skin-smoother called finer than Lanolin itself. See... feel how it softens as it cleanses.

It's all-purpose face cream—now better-than-ever with Vitone, yet Jergens Face Cream costs no more than ordinary creams.

A CLEANSER...
A SOFTENER...
A DRY-SKIN CREAM...
A POWDER BASE...

Doctors' tests show: 8 out of 10 complexions beautifully improved... "skins softer, smoother, fresher" with Jergens Vitone-enriched Face Cream!

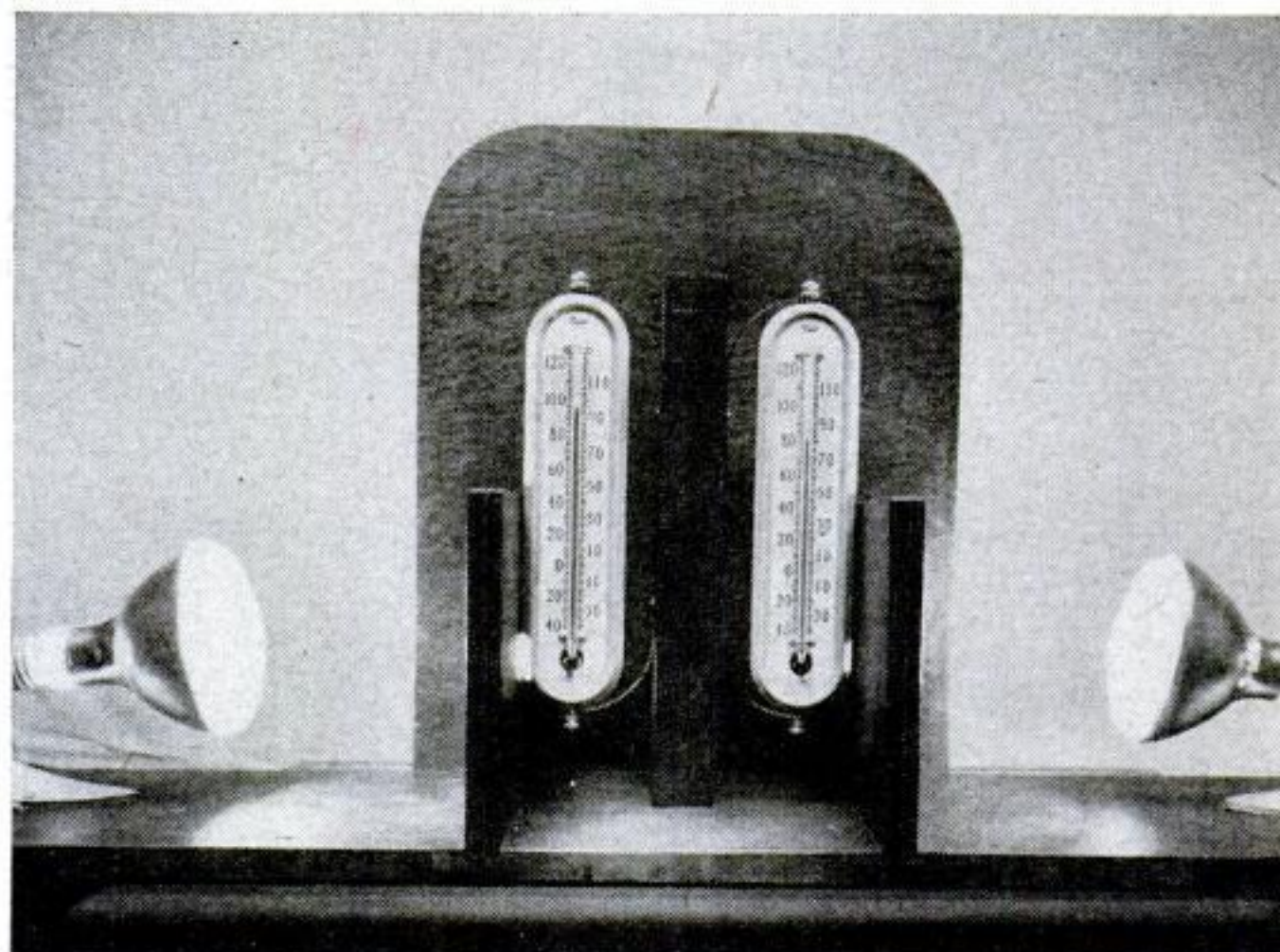
The dearest
folks on earth
receive...



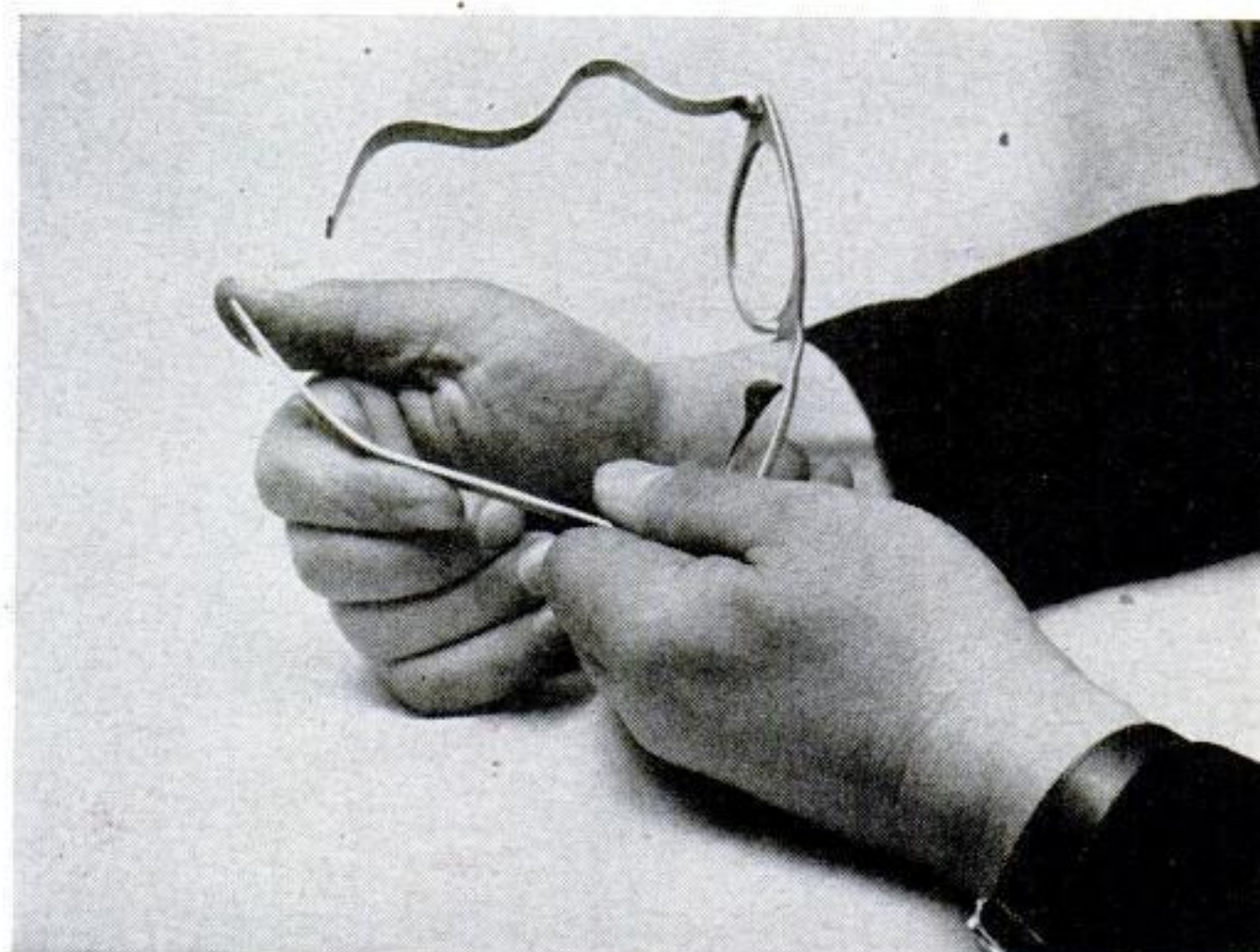
Buy them at your favorite
neighborhood store

AMERICAN GREETING PUBLISHERS, INC.
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Mirror Glasses CONTINUED



INFRARED LAMPS shine through two sunglass lenses in test. Lenses are mounted in wooden frames between lamps and thermometers. The temperature behind ordinary lens (left) is 95° F. Behind new lens (right) it is only 81° F.



FLEXIBLE METAL FRAMES for new Kool Krome glasses are die-cast aluminum alloy. They feel cool to the touch even in hot sun, are hard to damage and can be adjusted easily with the fingers to fit heads of any shape or size.



GIRL MAKES UP, using her sunglasses as a mirror. Lenses are made into mirrors by bonding a thin coating of chromium to the outside surface of tinted glass. The lenses were developed by Libbey-Owens-Ford Glass Company.

FAMOUS

Weather-Bird Shoes

FOR BOYS AND GIRLS

OUTWIT WEATHER

Outwear Ordinary Shoes a Mile



FOR BOYS AND GIRLS

STYLE 6454-2



FOR BOYS

STYLE 7045



FOR BABY
Perfect fit
for every stage
of baby's foot
development

STYLE 6985



WEATHERIZED 5 WAYS

1. **Outsoles** specially treated to repel water, wear longer
2. **Goodyear Stitched** with stout, hot-waxed thread
3. **One-Piece, All-Leather Insoles** will not curl; insulate against dampness
4. **Pliable Uppers** of plump, selected leather, expertly styled and finished
5. **Linings, Eyelets, Laces** of highest quality for peak performance, extra reinforcements in vital parts, special fitting qualities

FOR GIRLS

STYLE 6501-2



STYLE 6542



Weather-Bird Shoes

FOR BOYS AND GIRLS ARE

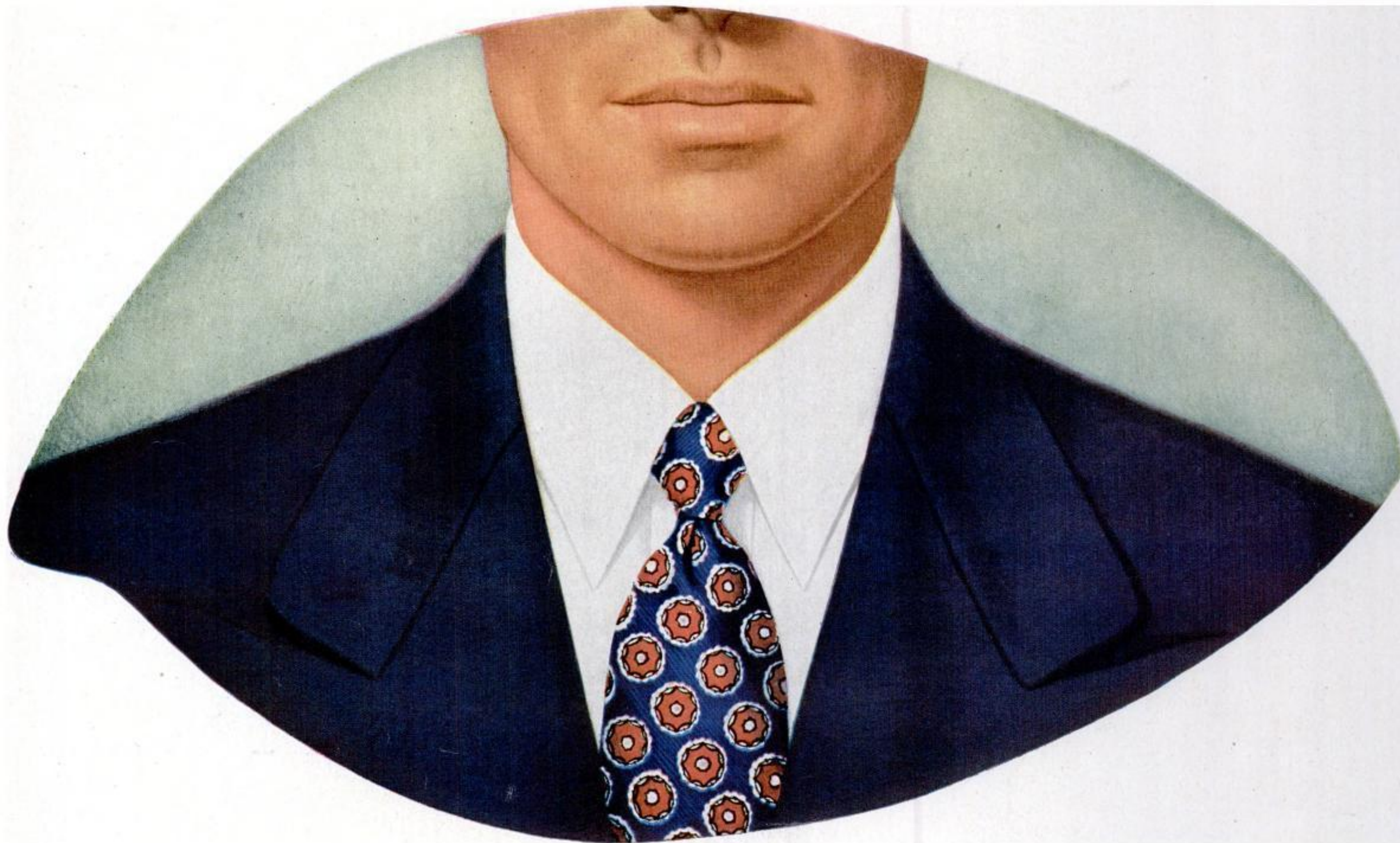
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PETERS, DIVISION OF INTERNATIONAL SHOE COMPANY, ST. LOUIS 3, MO.





People's-Eye View of you...

-  *asking for a raise*
-  *asking for a date*
-  *asking for a mortgage*

AN ARROW shirt doesn't promise that the promotion, the girl and the house will all be yours—just for the asking.

Yet, with that neat Arrow collar-line and with Mitoga—that shaped-to-your-shape fit—well—our money's

on you and how can you lose?

P.S. All Arrow shirts are Sanforized (fabric can't shrink more than 1%—ever). \$3.50, \$4.00, \$4.25, \$5.00

Cluett, Peabody & Co., Inc.

Arrow, Mitoga, Sanforized—Registered Trade-marks

ARROW SHIRTS





HUSKY LEAP YEAR COPS NAB A BACHELOR TRYING TO SNEAK OUT OF TOWN ON 6:37 A.M. TRAIN. THEY CAUGHT ANOTHER ONE HIDING IN MEN'S ROOM OF STATION

SPINSTERS' HOLIDAY

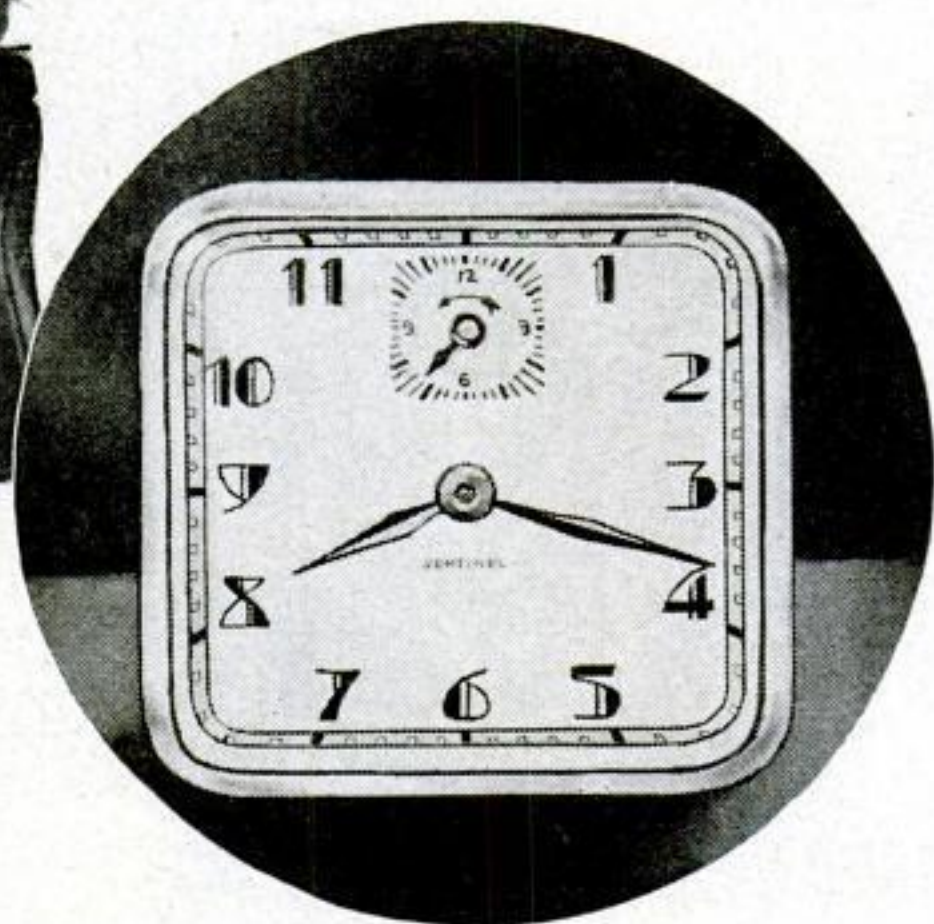
The she-wolves of Aurora, Ill. celebrate Leap Year by running officials out and bachelors in

Every Leap Year since 1932 as many bachelor residents of Aurora, Ill. as could arrange it have left town on Feb. 28. The reason is that on Feb. 29, Leap Year day, the administration of Aurora is turned over to the unmarried girls, who promptly fine and jail every bachelor they can hunt down. This year a few men delayed their getaway until daybreak on the 29th. Two made it, one in the men's room of the train, another under two train seats. The rest, like Bob Smith (*above*), were trapped.

It went on like that all day. When a bachelor,

cornered on a rooftop 22 stories up, took one look at the girls pursuing him he went right up a radio mast in a driving rainstorm but finally dropped back. By some mistake three married men got caught in the dragnet. Even the police magistrate was arrested, escaped from his jail only to be caught again. At Leap Year day's end both the men's and women's sections of the city jail had been crammed with men, some \$1,700 in fines had been paid to the giggling spinsters and Aurora's 4,000 unmarried men had become more confirmed bachelors than ever.

**"DOGGONE! I'm gonna
get me that Sentinel Alarm"**



**It's the Sentinel
"Princess"
only \$3.25**

You won't miss any more trains if you have Princess, a fine Sentinel Alarm Clock to wake you up with its cheerful bell. It's a compact streamlined beauty only 3¼ inches high with single wind for alarm and time and watch-type escapement for quiet operation. Metal case, durable ivory baked enamel finish, brass plated dial-frame and hands, unusually clear dial—at the mighty low price of \$3.25.

THE E. INGRAHAM COMPANY
BRISTOL, CONNECTICUT • ESTABLISHED 1831

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Prices exclusive of taxes and subject to change



CAMEO:

The beautiful Sentinel Wrist Watch. 10 kt. rolled gold case, stainless steel back. Raised numeral dial. Pigskin strap. Clear view crystal. \$7.95.

Spinsters' Holiday CONTINUED



LEAP YEAR DAY FIRE DEPARTMENT HEADS FOR CITY HALL TO SQUIRT



DOG CHAIN secures a bachelor who had locked himself in hotel room. He paid fine of \$10, two slips, two pairs of nylons and one drink for the cop (above).



NEWLY CAUGHT BACHELORS. BUT TRUCK'S EQUIPMENT BROKE DOWN



WOMEN'S JAIL was filled up when the men's jail got too crowded. Meanwhile woman cop, who once got a ticket, directed traffic, jammed it up for a block.

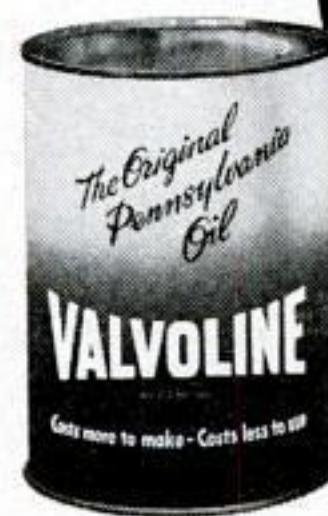
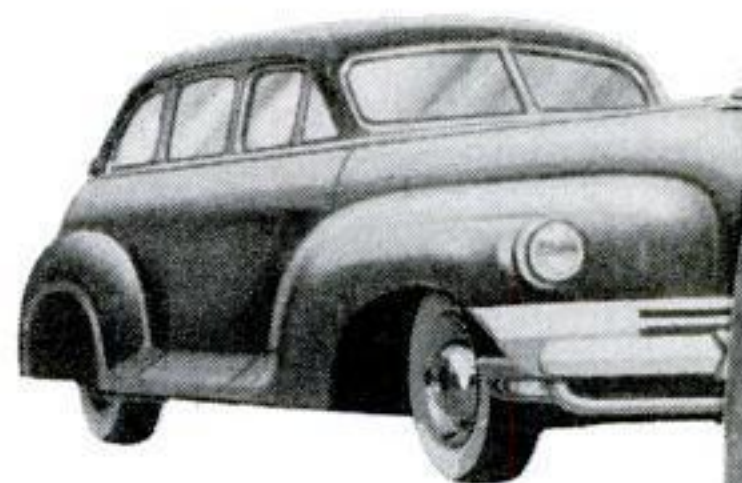
CONTINUED ON NEXT PAGE

The Girl

FAULTLESSLY GOWNED
BY TRIGÈRE

Her Car

FAULTLESSLY LUBRICATED
WITH VALVOLINE ...
MADE EXCLUSIVELY
FROM PENNSYLVANIA
CRUDE OILS ...
THE WORLD'S FINEST



VALVOLINE

The Original Pennsylvania
MOTOR OIL

UNCONDITIONALLY GUARANTEED

Ask for VALVOLINE the next time your car needs service

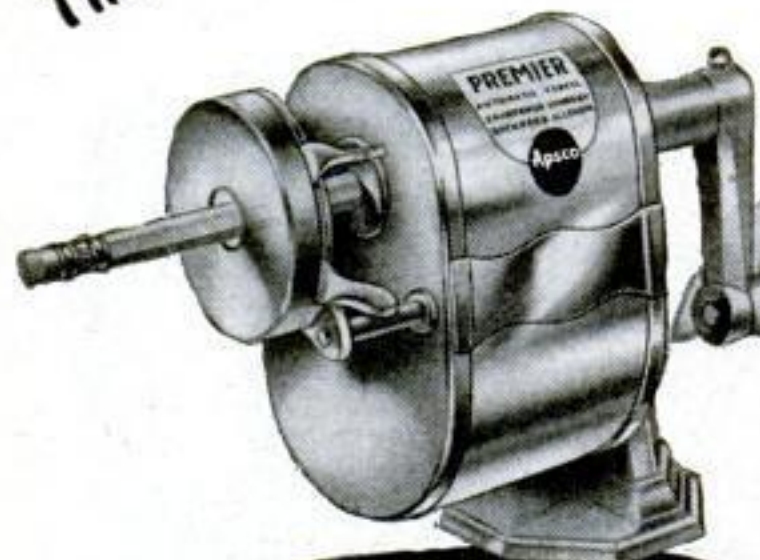
Freedom-Valvoline Oil Company, Freedom, Pennsylvania — New York, Toronto, Pittsburgh, Detroit, Atlanta, Cincinnati, Chicago, St. Louis, Los Angeles, San Francisco, Portland, Seattle, Vancouver, B. C.

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Pencil Sharpeners

Ideal for home use! School and general use, too!
Quick, easy action because automatic feed holds and guides pencil into sharpener.
Ask for "Chicago", "Giant", "Dexter Deluxe", or "Premier" (shown below).

The Household Helper You'll Use Every Day



For Kitchen or Workshop · Study or Bedroom



EASY
TO FASTEN
anywhere
with screws
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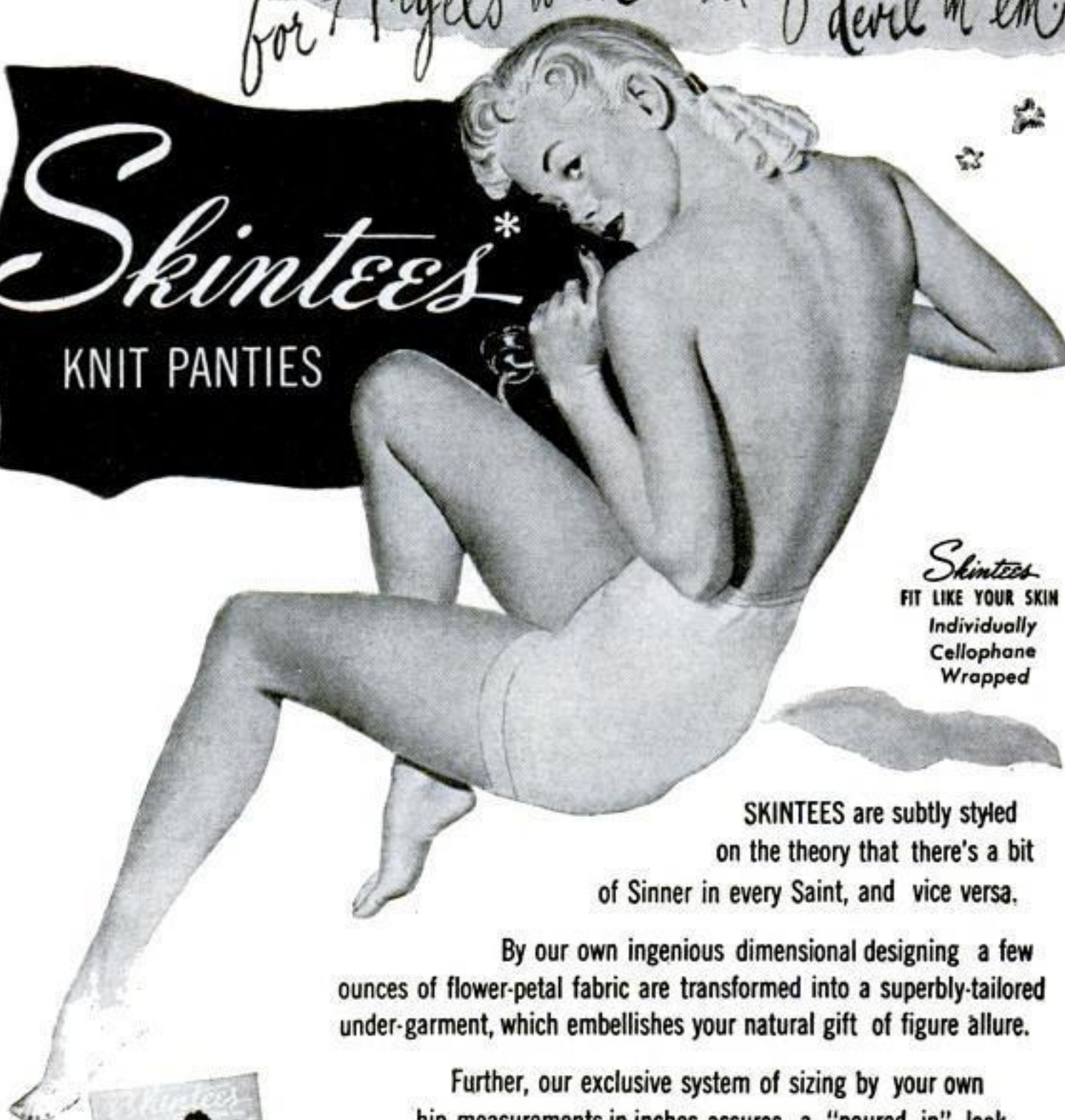


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for Angels with a bit of devil in 'em!

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KNIT PANTIES



Skintees
FIT LIKE YOUR SKIN
Individually
Cellophane
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SKINTEES are subtly styled
on the theory that there's a bit
of Sinner in every Saint, and vice versa.

By our own ingenious dimensional designing a few
ounces of flower-petal fabric are transformed into a superbly-tailored
under-garment, which embellishes your natural gift of figure allure.

Further, our exclusive system of sizing by your own
hip measurements-in-inches assures a "poured in" look
which gives you blessed ease-in-action, without bunch or
bulge. SKINTEES launder beautifully. A standout value
in chain and dept. stores.



Write for Free Booklet, **FETCHING FIGURES**,
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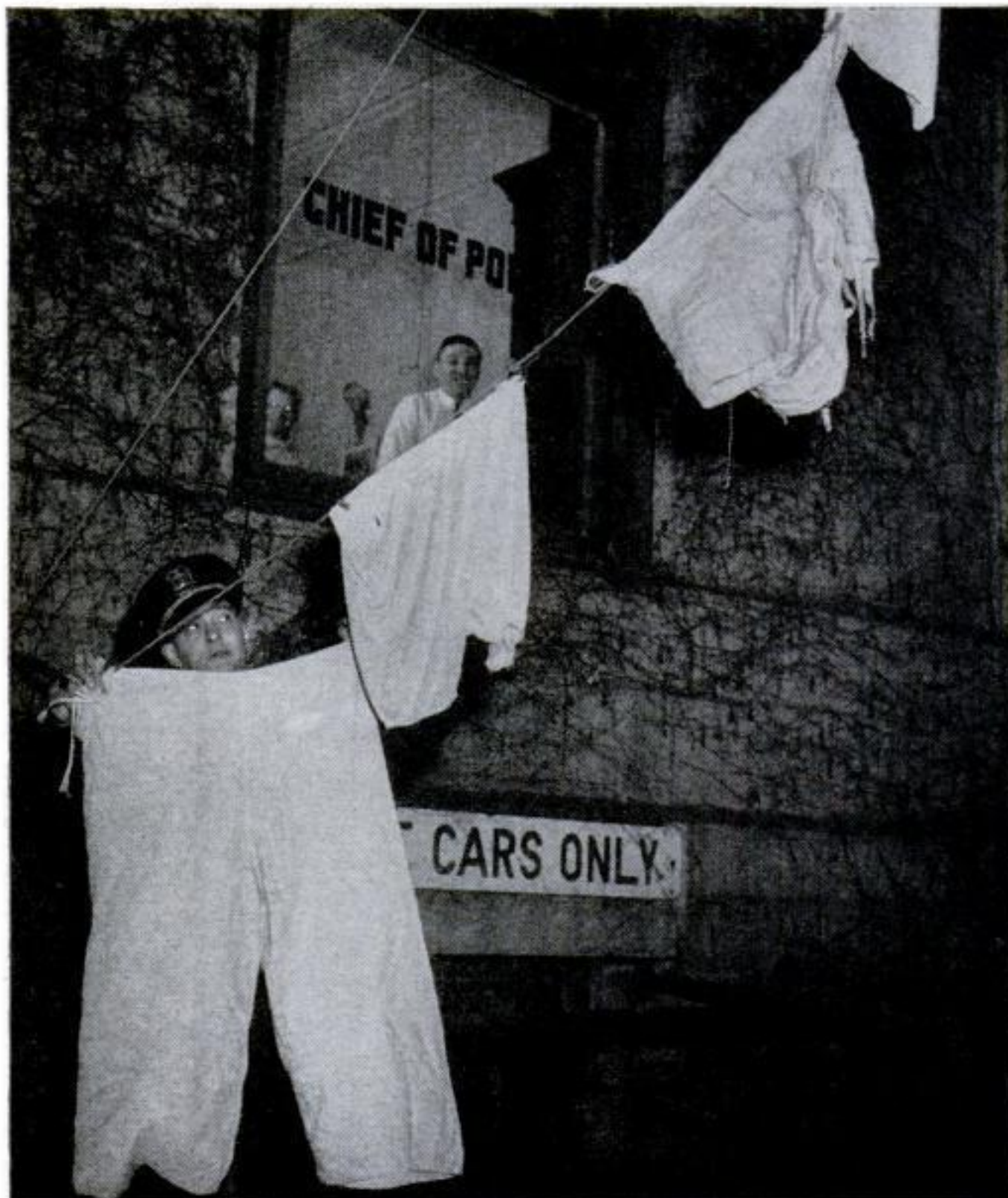
Spinsters' Holiday CONTINUED



BRIBE is offered by bachelor cashier of Old Second National Bank in form
of one-carat ring, marriage proposal. Judge settled for a kiss and a black slip.



MAYORESS Stella Seraphin is sworn in. The alderwomen proposed outlaw-
ing corncob pipes, denying citizenship to baldheads, putting lipsticks in cabs.



FLAGS of unmentionables are hoisted over the City Hall for the occasion.
During Leap Year day one girl out of Aurora's 50,000 population got married.



WELCOMING RETURN OF POLISH-AMERICAN GENERAL KOSCIUSZKO, PHILADELPHIA, 1797*

Philadelphia

BLENDED WHISKY

The Heritage Whisky

A HERITAGE TO REMEMBER



"He was received with cheers, and . . . the citizens insisted upon drawing him to his lodgings . . ."

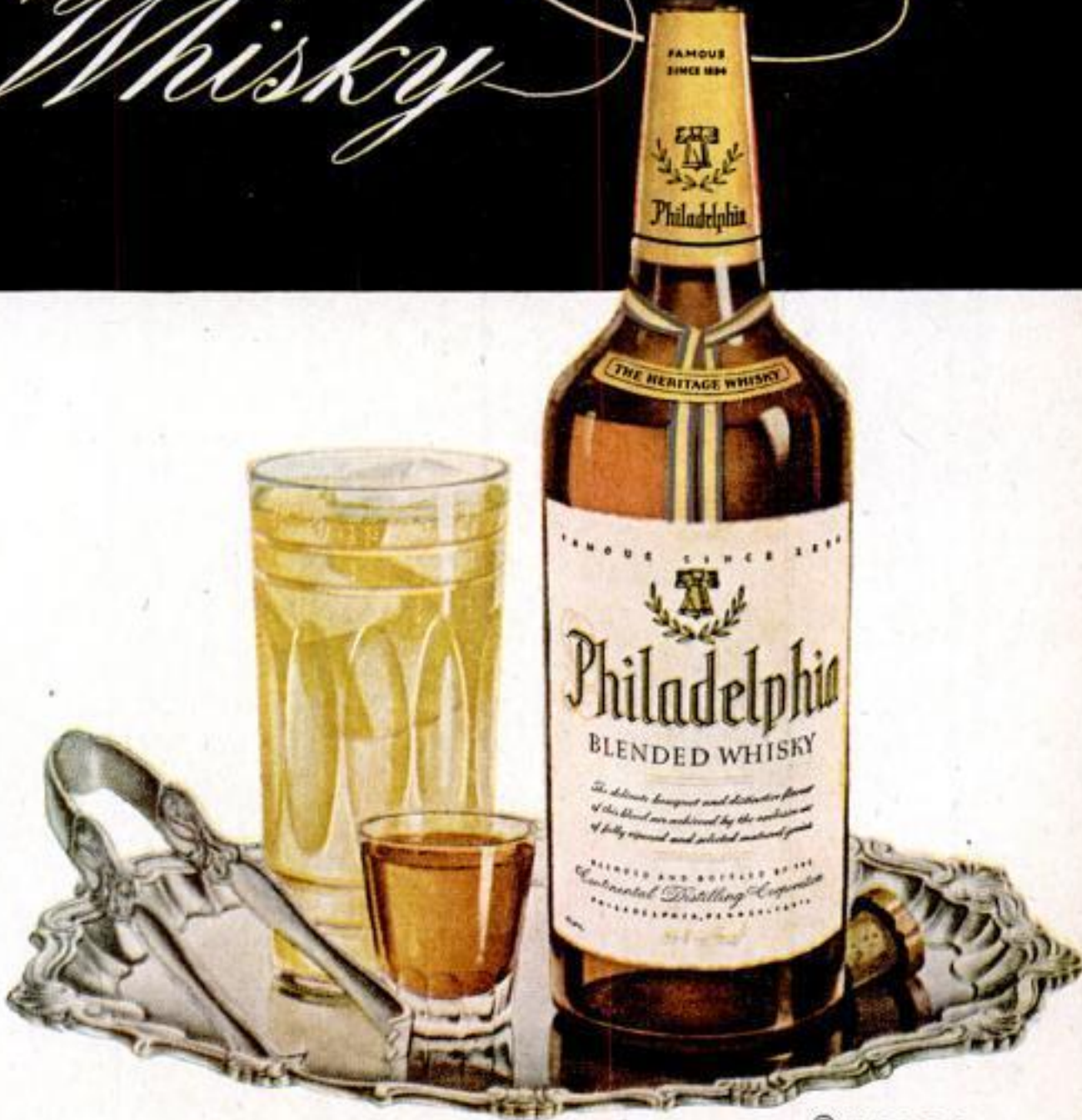
FROM THE AMERICAN DAILY ADVERTISER, AUGUST 19, 1797

Warm hospitality has long symbolized old Philadelphia. And today our entire nation shares this noble tradition in Philadelphia, The Heritage Whisky. Vast reserves assure you of true pre-war

quality in Philadelphia Blend. Here is whisky you might well reserve for special occasions. Yet, for all its sumptuous flavor and character, you can afford to enjoy Philadelphia regularly and often.

86.8 PROOF • 65% GRAIN NEUTRAL SPIRITS • CONTINENTAL DISTILLING CORPORATION, PHILA.

*From a Series of Historic Paintings Designed for "Philadelphia"—The Heritage Whisky—Famous Since 1894



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**EASTER
SUNDAY
MARCH 28**

**HOP ALONG,
YOUNG FELLOW,
THEY'RE EXPECTING YOU**

This is *Oryctolagus cuniculus*—the Easter Bunny to you! And, again this year, he's working for Whitman's. Our artist has happily caught him in the very act of delivering the Whitman's Sampler you remembered to order—for that special person. You're very lucky, Sir—and so of course is she!



P.S.

A WOMAN NEVER FORGETS THE MAN WHO REMEMBERS

COPY. 1948, STEPHEN F. WHITMAN & SON, INC., PHILA.



IN A HALLWAY OF NEW YORK'S HUNTER COLLEGE TWO 3-YEAR-OLDS STOP TO TALK. LITTLE GIRL CARRIES POSTER INVITING STUDENTS TO SEE THE LATEST BLOCK EXHIBIT

"GENIUS SCHOOL"

New York pays special attention to high I.Q.s

PHOTOGRAPHS FOR LIFE BY NINA LEEN

The greatest concentration of young brains in the country is found in the experimental elementary school at Hunter College, New York City. The I.Q. of Hunter's 450 pupils averages 150, which educators rate as "genius." The school they go to is P.S. 600, part of New York's public-school system and the only institution in the U.S. devoted entirely to the teaching and study of gifted children. It is held in a wing of the college's main building, in whose long corridors (*above*) the bright little kids from 3 to 11 years old like to stop off for between-class chats.

Offhand, young geniuses would seem to present no immediate problems because they are usually bigger, healthier and even happier than

average children. However, an educational problem exists simply because they are too bright for their age. If they are promoted rapidly through school on the basis of their studies they will end up as social misfits, unable to enjoy the society of children their own age. On the other hand, if they are held back with their own age group, their quick minds are apt to stagnate.

The system which Hunter uses to solve the problems of these children (*following pages*) has worked out so well that every year the school is swamped with applications. Of this year's more than 2,000 applicants the school will select about 85 of the ones with the highest I.Q.s.

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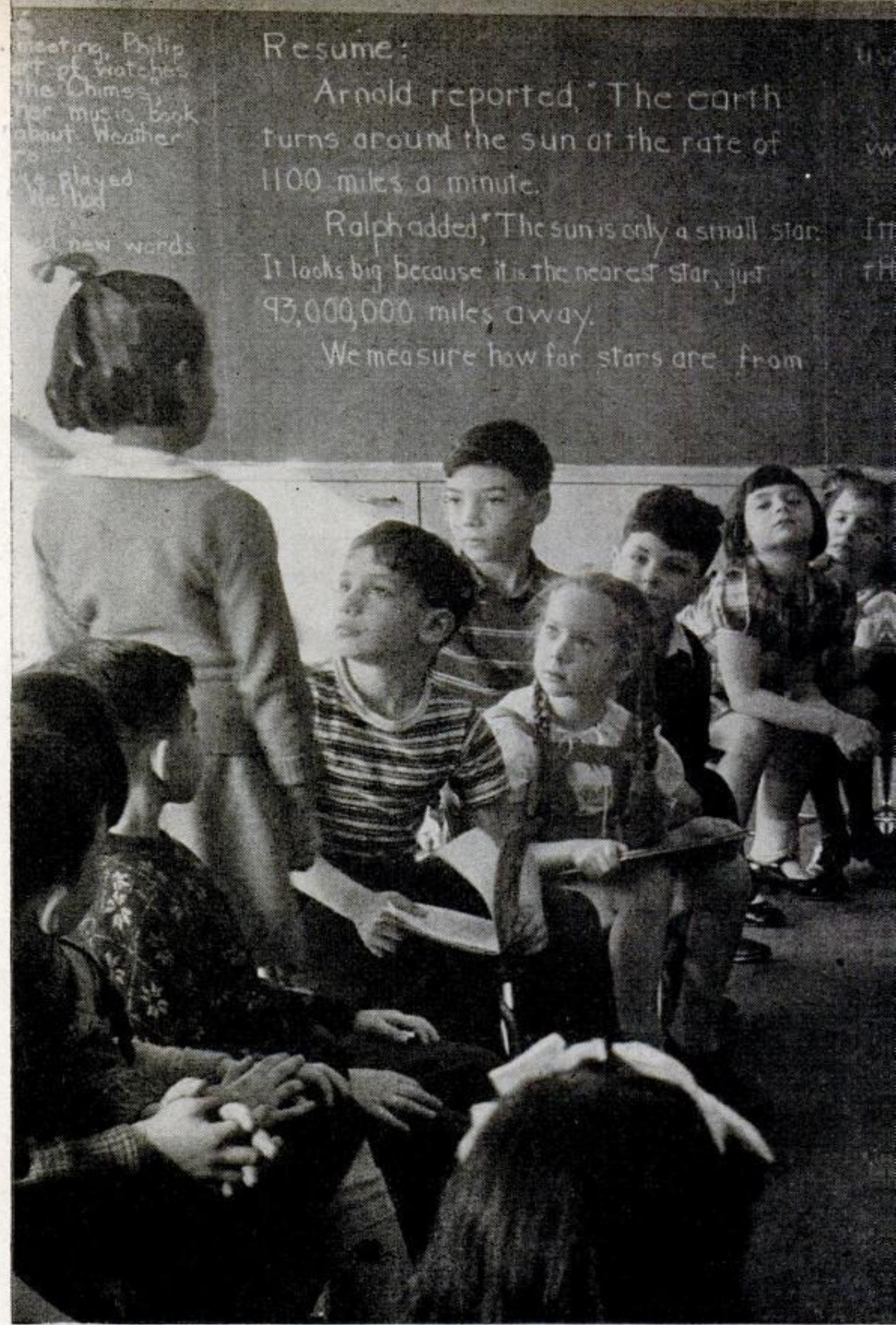
"GENIUS SCHOOL" CONTINUED



SMART NEW HAIRDO is designed by two little 5-year-olds, Joan (left) and Florence. They also like to make candy and cookies in the school's miniature kitchen.



BUILDING WITH BLOCKS, instead of aimlessly stacking them, 4-year-olds work together to construct an apartment building with doormen, tenants and garage.



A STUDY OF TIME is made by 6-year-olds. Addressing class, Lucy (standing, left) tells what she found out in library about old-fashioned candle clocks as her



IN FRENCH CLASS practical conversation is conducted in French by 9-year-olds. Here waiter asks gentleman to approve the wine, as lady consults French menu.



remarks are copied on the blackboard, with the other students' observations. The students are critical of each other's work and often doublecheck it in the library.

PLAY & WORK

Program broadens interests and does not push studies too fast

Even at 3 Hunter's youngsters are unusual. At an age when most children are still arrant individualists, the Hunter children cooperate eagerly, working as a unit in games which they pattern after their own lives, sharing the jobs of feeding, dressing and cleaning up after their doll babies. By the time they have reached the age of 6 they discuss subjects like light years and solar time. At 9 they talk French in their classroom and before they graduate at 11 some of them compose their own symphonic music.

The school's big problem is to hold its students back so that when they graduate they will fit in with ordinary children about their own age. Hunter solves the problem with what it calls an "enrichment program," under which children study school subjects that are about standard for their age group. But to use up their excess intellectual energies Hunter tries to broaden and develop its students' outside interests, encouraging them to find things out for themselves. Ten-year-olds, for example, are turned loose in the library to do their own research on special subjects. Then they report their findings at unit meetings. In one such meeting a few weeks ago a class was discussing the coming election. A 10-year-old took the floor. "There's need for a third party," he said, "but I don't think Wallace is the man for it. I know we've got to be nice to the Russians, but he goes too far. He's too nice and wouldn't veto enough. Stassen might be a good man. MacArthur—he's too old. Look at William Henry Harrison—he died in office, and he was 64. Dewey—I don't think he's ready for it yet."



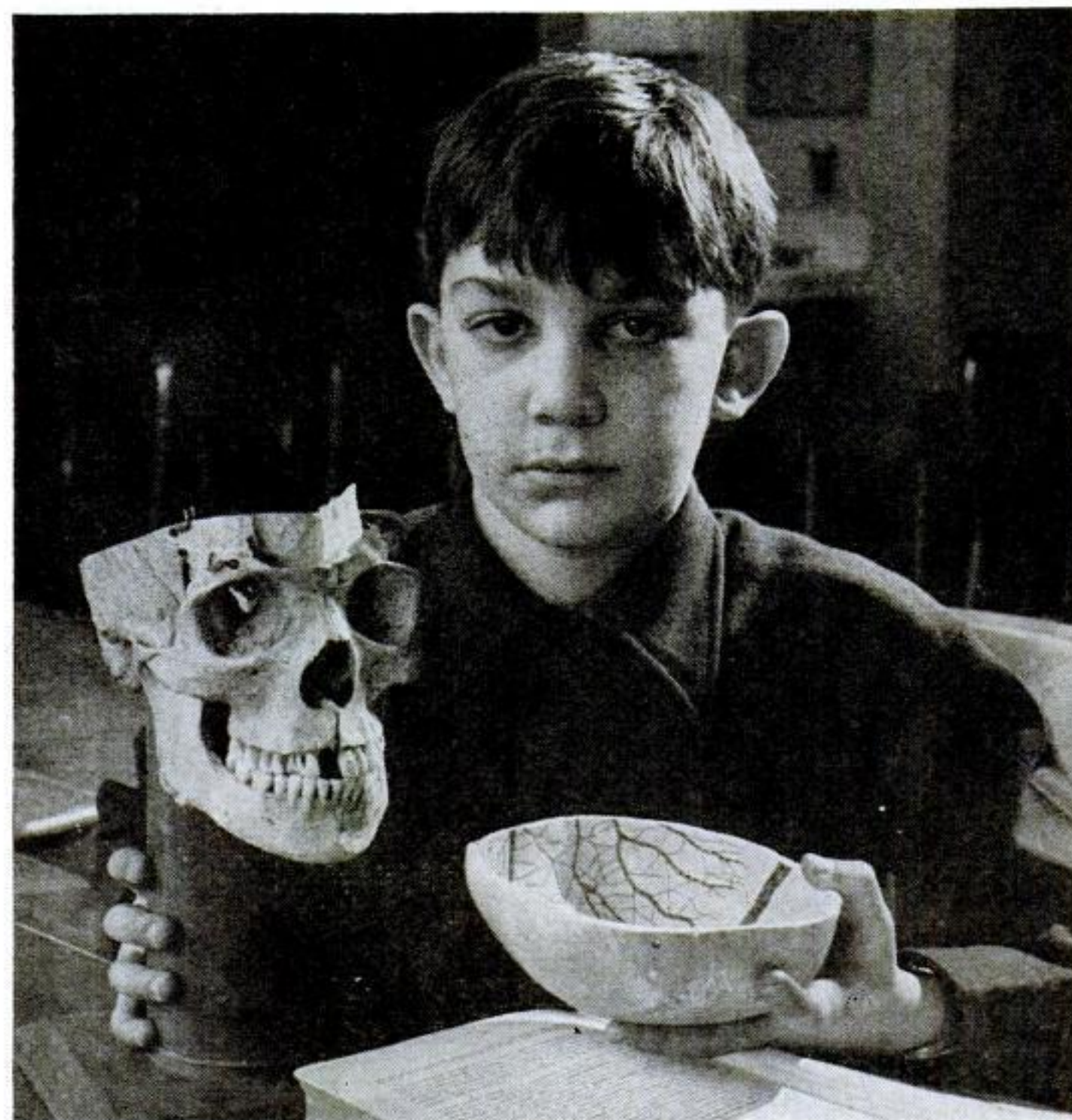
TESTING TOYS, boy wears face mask, plays with cars as friends look on. The children are sometimes used by psychologists to study new methods, new toys.



DIRECTING ORCHESTRA, 10-year-old girl gets a lesson in conducting from teacher. Students also have a choral society. Three-year-olds have rhythm bands.



NUCLEAR PHYSICIST Sandy, 7, lectures science club on hobby, explains behavior of neutrons in uranium. Diagram was left by previous lecturer, a chemist.



RALPH, 11, LIKES TO STUDY HUMAN SKULL. HE PLANS TO BECOME A DOCTOR

HOBBIES

High science, learned reading occupy children's restless minds

Hunter children know they are smart, but they are more humble than cocky about their intelligence. Most of them have hobbies that keep them very busy full time—during the lunch hour, during the weekly "hobby hour" and when they are at home. Some study world affairs or read *The Statesman's Year-Book*. Others have built their chemistry sets into small laboratories. Still others spend their spare time reading about medicine or music, or playing chess. But although their interests are advanced, their plans for the future have a refreshing normality. There is a 9-year-old who wants to be a fur trapper, an 8-year-old who wants to be a baby sitter and a 7-year-old who wants to be president of the Coca-Cola Company.



PLAYING CHESS, David (wearing glasses) moves a piece for Lennie. Both are 7½. David learned the game from his father, then he taught Lennie how to play.



TAKING BOOK FROM LIBRARY, 5-year-old Johnny, who taught himself to read, selects *The Ring of the Nibelung*, which looks interesting to him. Library has

wide choice of simpler books like the *Bobbsey Twins*, but bright children tire of these quickly, abandon them in favor of poetry, biography, science and politics.

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You arrive on the job in style—in Crown or Headlight overalls. You get smart good looks in every pair... because we tailor them for trim fit, as well as roomy comfort. And you'll find these good looks are in to stay, through wear and washing, because we weave our own tough denim (the one overall maker that does). They're the only overalls certified by the United States Testing Co. Sanforized! A new pair free if they shrink.

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CROWN AND HEADLIGHT
Cincinnati, Ohio *Work Clothes* San Francisco, California

OVERALLS • TROUSERS • SHIRTS • JACKETS • TREE CLIMBER TOGS

Muchas Gracias!

"Many thanks to you we say,
For all the complements you pay
Thees mountain rum whose tasty flavor
Has won the creetics' highest favor!"



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THE PUERTO RICAN MOUNTAIN RUM

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"GENIUS SCHOOL" CONTINUED

LITTLE ROY SPINS A



READY TO START A STORY, Roy, 5, the children's favorite storyteller, faces the teacher (right), who is making a study of story patterns. In the background a teacher's assistant, a Hunter College student, starts to take down notes.



"'NO DANCING TODAY,' the radio said, so he went to bed. The next night he decided to show Donald Duck about kings. He dressed up like a king and climbed through the chimney. Then he took a gun and shot Donald Duck."



"SO THEY WENT to a movie," goes on Roy, who loves to go to movies himself and gets inspiration from them. "And they saw *The Secret Life of Walter Mitty*. And afterward he wrote, 'Darling, I love you. Regards, Donald Duck.'"

YARN FOR FRIENDS



"ONE DAY," Roy begins, "Mickey Mouse thought he would shop. But it was Sunday and all the stores were closed so he went home and listened to the radio. The radio announced, 'All the stores are closed,' so he went dancing."



"BUT DONALD DUCK didn't fall down. Then they knew they loved each other. He said, 'Darling, I love you.' So they went to a movie." The other pupils love to hear Roy's stories because they are always so long and so involved.



"THEN DONALD DUCK falls in love with Minnie Mouse," says Roy, concluding his story, "and Mickey Mouse loves Donald Duck's wife. They all walked down the street and gathered roses. Then they all married each other."

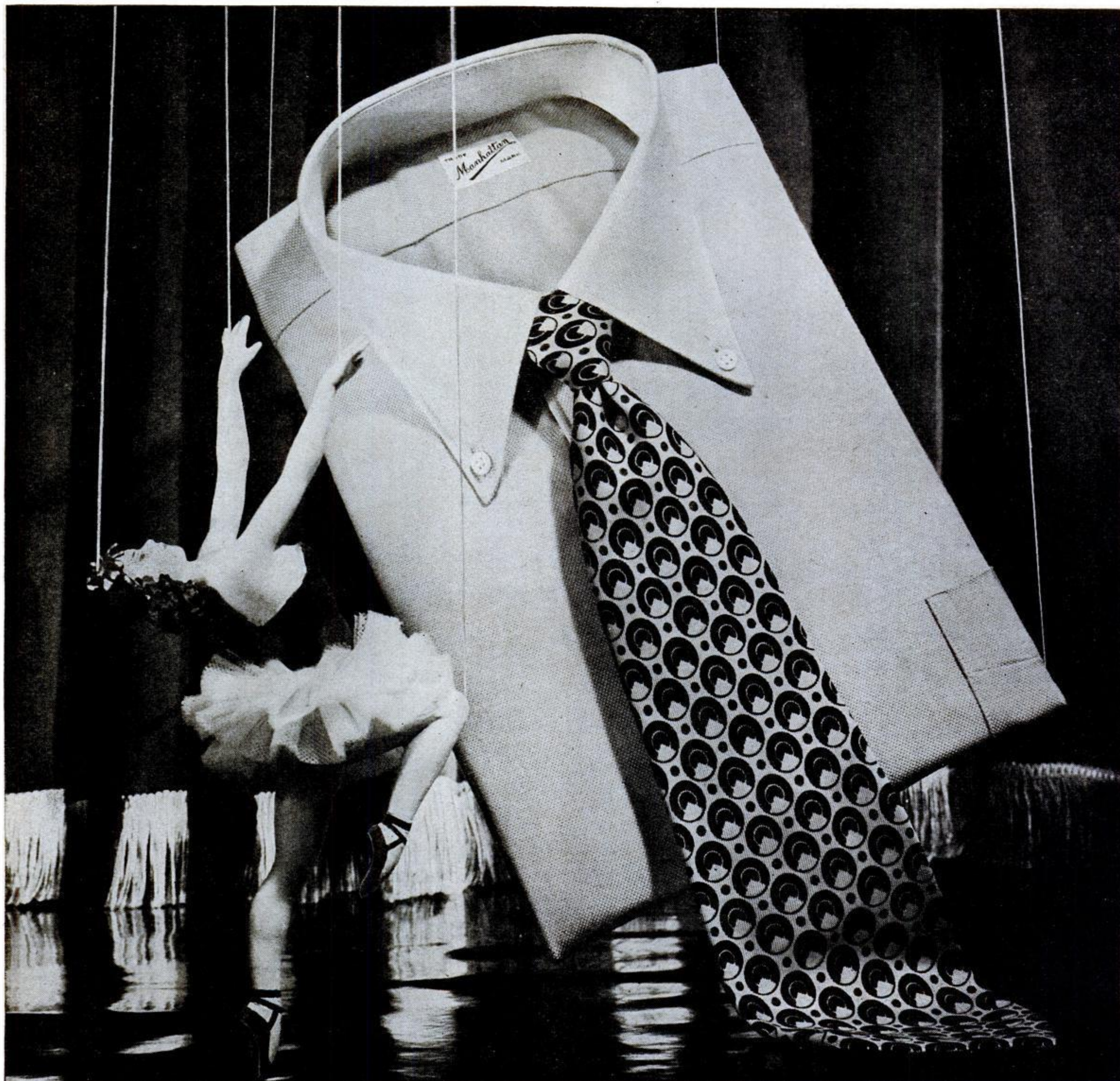


The Cordova
Style 4514
Brown Calf
English Custom Heel

Nunn-Bush *Ankle Fashioned Oxfords* Nunn-Bush for *Style in Action*

The masculine smartness you see here has been ingeniously devised by Nunn-Bush to stay smart even with hard wear. This has been achieved with Ankle-Fashioning — the Nunn-Bush development which really preserves smart lines through many added miles of enjoyment and gives conforming comfort that is unusual. See what you get when a maker earnestly strives to build the world's most SATISFYING shoes for men!

See Your Local Nunn-Bush Merchant
NUNN-BUSH SHOE COMPANY • Manufacturers • MILWAUKEE 1, WISCONSIN



Photograph by Anton Bruehl

IT'S A  DAN RIVER FABRIC
Woven oxford in pastel shades.

The life that hangs by a thread

The life of a shirt, like that of a marionette, depends on thread—tiny strands you don't even notice.

To lengthen the life of "Manhattan" Shirts, we use only thread made from the finest long-staple yarn.

That's one of the little extras you don't find in most shirts. So is the fact that pocket corners are double-sewn, and that the button-holes have more than 120 stitches. Every seam, every reinforcement, is tailored with the same foresight and precision.

We don't blame you if you haven't noticed these details beneath the outward beauty of your "Manhattan" Shirts. They are among the hidden virtues that keep these shirts looking fresh and handsome long after they leave the store.

Quality, at "Manhattan," means having a conscience about the things our customers don't look for.

P.S. The same scrupulous care goes into "Manhattan" ties too—like the beauty you see above.



Copr. 1948, The Manhattan Shirt Co.

The Manhattan Shirt Company, makers of "Manhattan" shirts, ties, pajamas, sportshirts, sport jackets, slacks, handkerchiefs, and "Mansco" sweaters, underwear and beachwear.



SPECIMENS EMBEDDED IN BIO-PLASTIC INCLUDE FLY, NEWBORN RAT, PANSY, JELLYFISH, SALAMANDER AND CROSS-SECTION OF HUMAN FETUS (BACK ROW, LEFT)

BODIES PRESERVED IN PLASTIC

Transparent mounts make it easier to study human and animal anatomies

As any high-school science student knows, the study and handling of biological specimens like dead frogs or newborn rats can be an unpleasant chore. Because specimens are commonly preserved in bottles of formaldehyde, they are difficult to examine, give off foul odors and frequently disintegrate after being in use for a time.

A new method of preserving specimens, by imbedding them in blocks of crystal-clear plastic, is now about to revolutionize biological display and study. The method, which makes use of a resin known as Bio-Plastic, has been developed commercially by Ward's Natural Science Establishment Inc. of Rochester, N.Y. Bio-Plastic makes it pos-

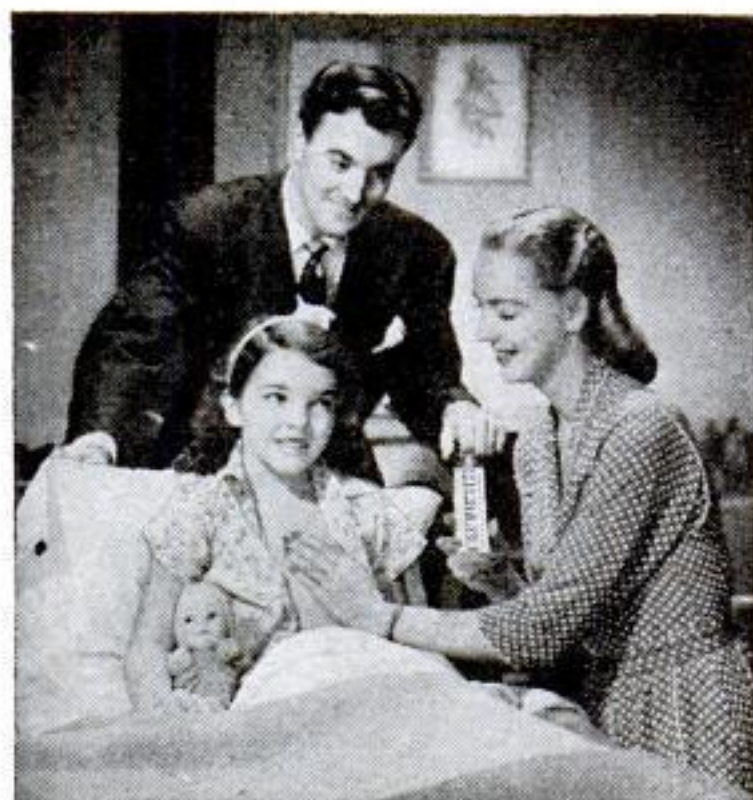
sible to preserve indefinitely not only butterflies and scorpions but such delicate, soft-bodied specimens as pig embryos, jellyfish and even the human fetus and cross-sections of the human body.

Bio-Plastic mounts are practically indestructible. Specimens can be studied from every angle with the naked eye or under the microscope. The mounts are so easy to make (*next page*) that even a rank amateur can get fair results. One bad feature is that fumes from a pan in which the plastic is poured may contaminate food in a home refrigerator or oven. A home kit, including special heating equipment, is now on the market, so that hobbyists can safely make their own Bio-Plastic mounts.



FROG SKELETON embedded in plastic is held up for examination by Dr. Dean L. Gamble, Ward's president.

Got the **COLD** miseries?
See how Minit-Rub can help you!



Rub MINIT-RUB on chest and back.

1. In a minute, Minit-Rub begins to stimulate circulation, begins to bring a sensation of warmth. That *quickly* helps relieve surface aches and pains.

2. In a minute, Minit-Rub's welcome pain-relieving action begins to soothe that raspy local irritation.

3. In a minute, Minit-Rub's active menthol vapors begin to ease that nasal stuffiness feeling.

MINIT-RUB also helps soothe pains resulting from neuralgia, sciatica, rheumatism and lumbago. Try it!

MINIT-RUB is wonderful for both children and adults. Greaseless! Stainless! Disappears like vanishing cream! Won't harm linens.

Get a tube of Minit-Rub today!



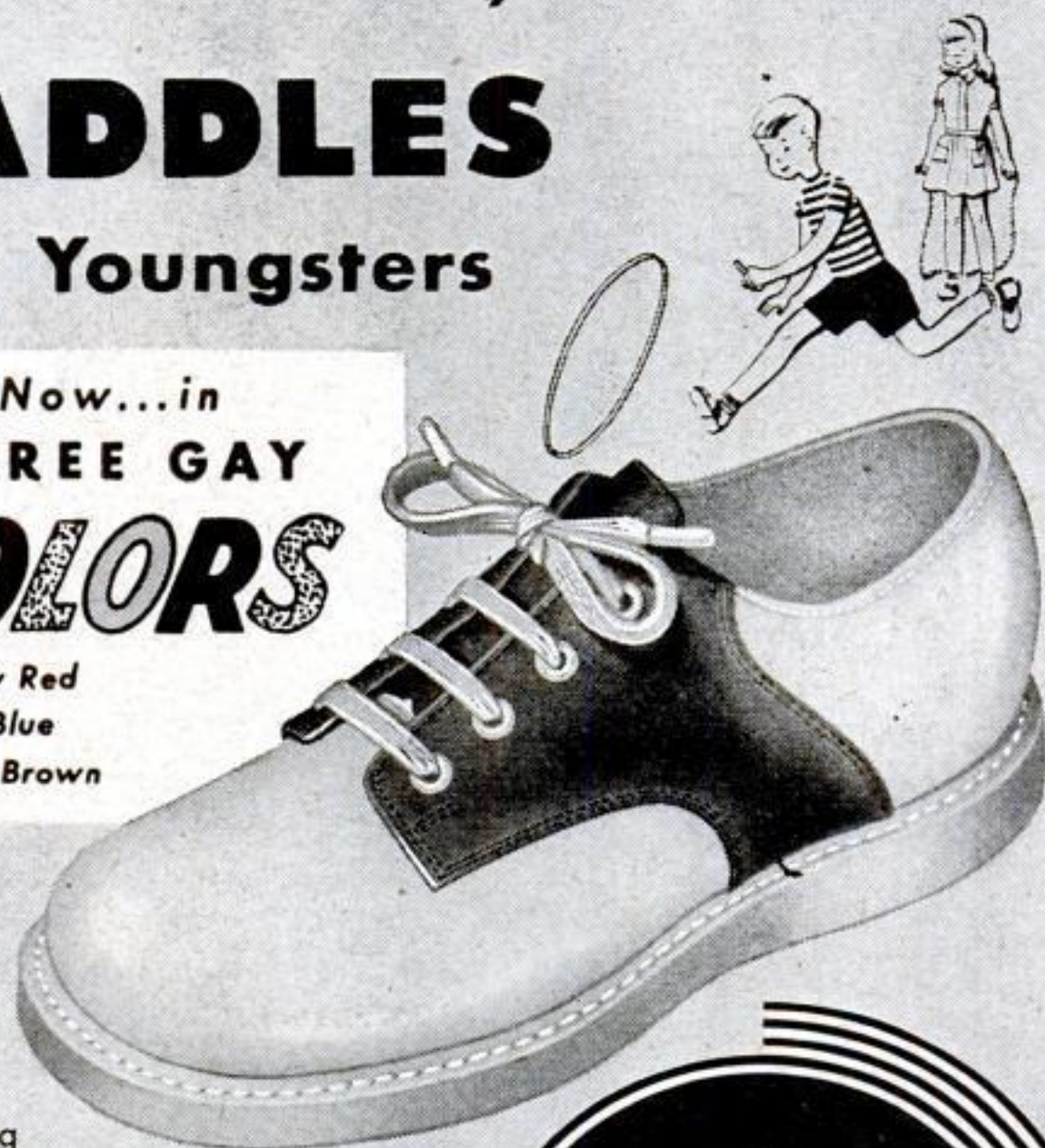
The Modern Chest Rub

"Cutest little shoes you ever saw!"

SADDLES
for Youngsters

Now...in
THREE GAY
COLORS

Cherry Red
Plum Blue
Chestnut Brown

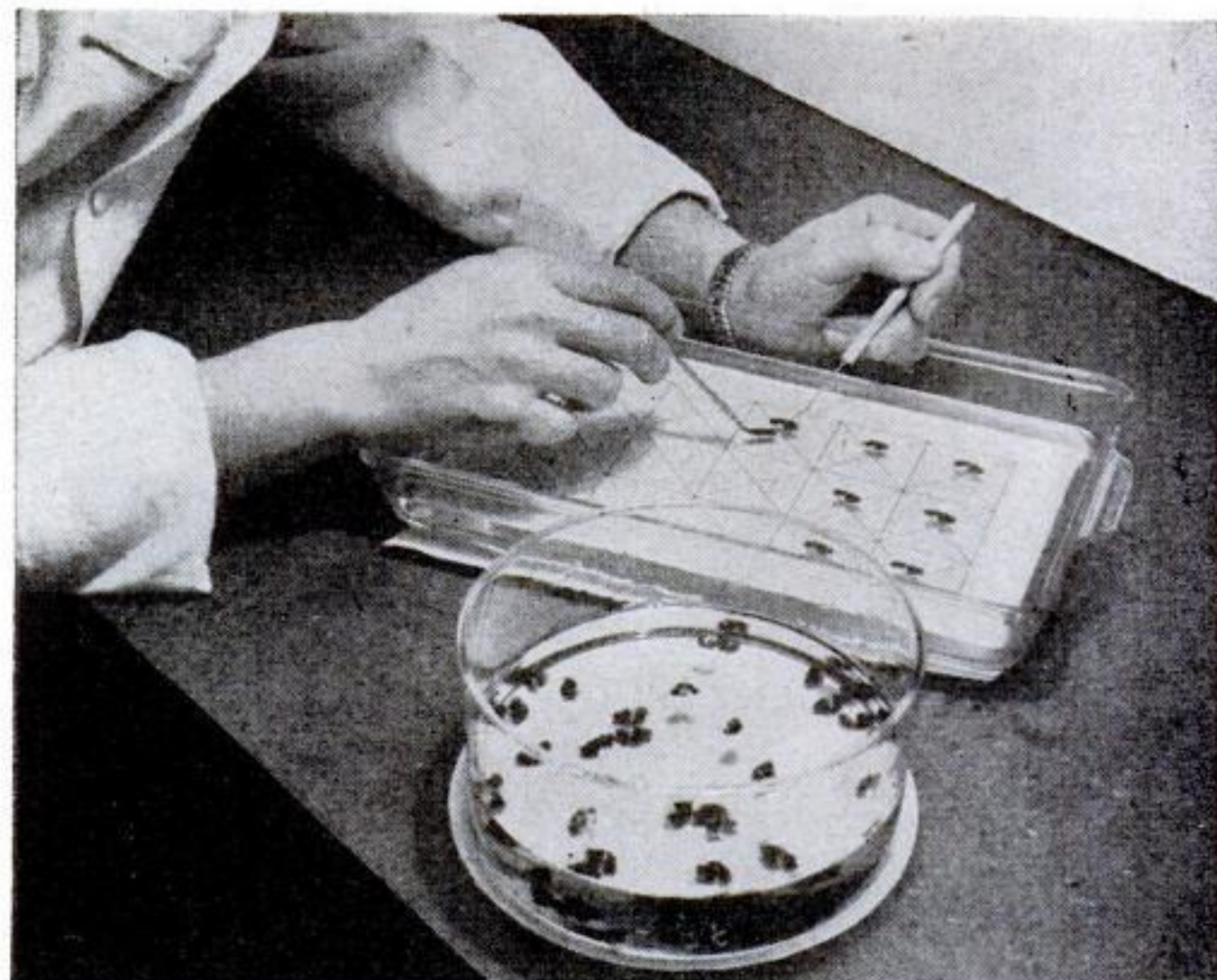


Mite size "saddles," just like big brother's and sister's! Edwards has made them even more appealing by adding color—Cherry Red and Plum Blue—besides the popular Chestnut Brown. Easy-to-clean, white rubber soles for that "spruced-up" look—white eyelets and laces for color accent. In leading stores coast to coast. Sizes from Tots to Teen Ages.

Edwards
SHOES FOR CHILDREN

314-22 N. 12th Street, Philadelphia 7, Pa.

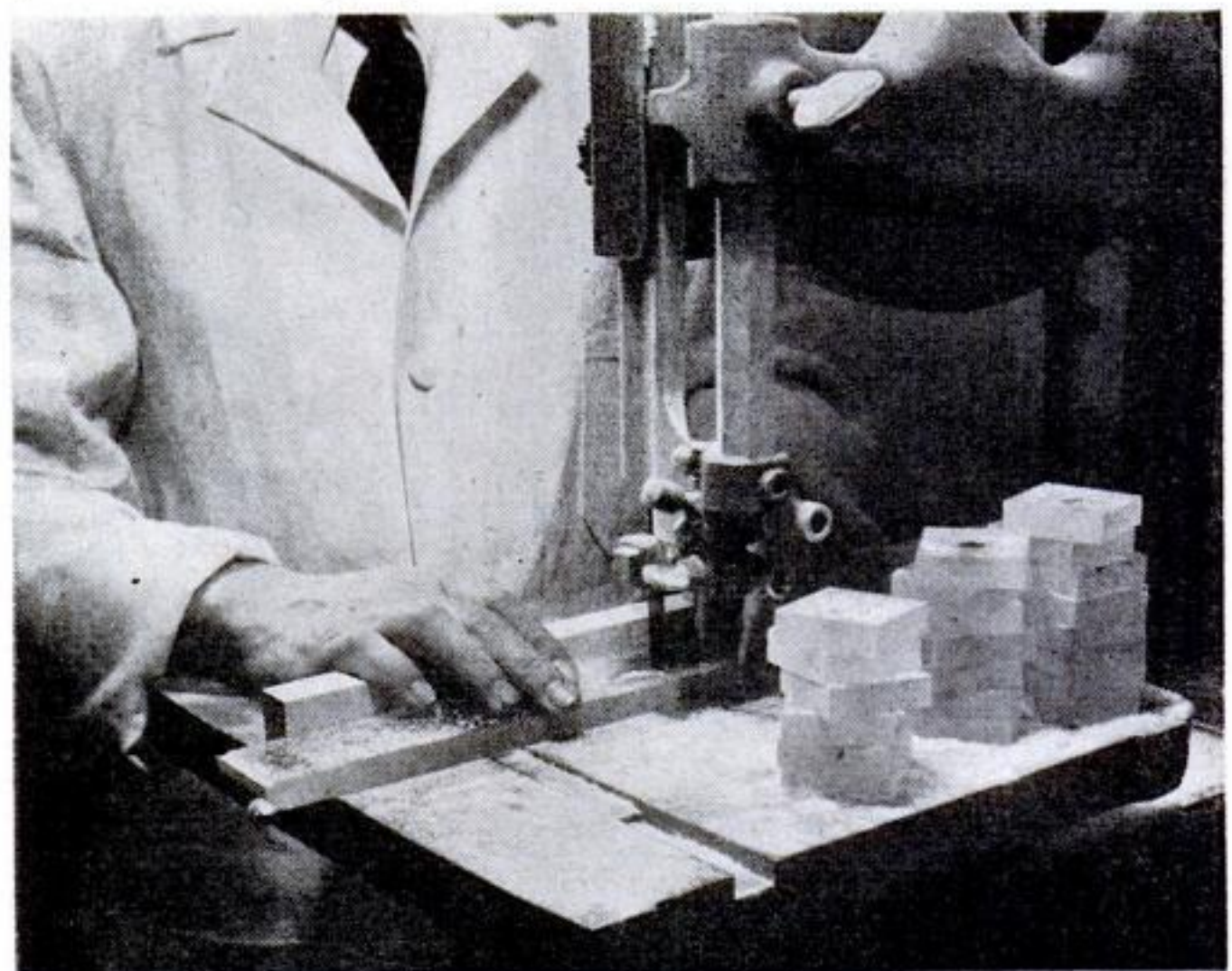
Bio-Plastic CONTINUED



CHICK EMBRYOS are placed in rows in dish containing two layers of plastic, liquid on top, hard on bottom. Embryos sink through liquid upper layer which soon solidifies, surrounding them with a hard, transparent covering.



BAKING IN OVEN to set plastic is next step after top layer has hardened. Theodore Romaniak, co-developer with Dr. R. L. Roudabush of the Bio-Plastic process, removes tray of plastic after it has been in the oven for three hours.



PLASTIC BLOCK IS CUT with a fine-toothed bandsaw into smaller blocks, each containing a single chick embryo. The individual blocks are then sanded and polished to produce a slick finish. If scratched, blocks can be repolished.

CONTINUED ON PAGE 124

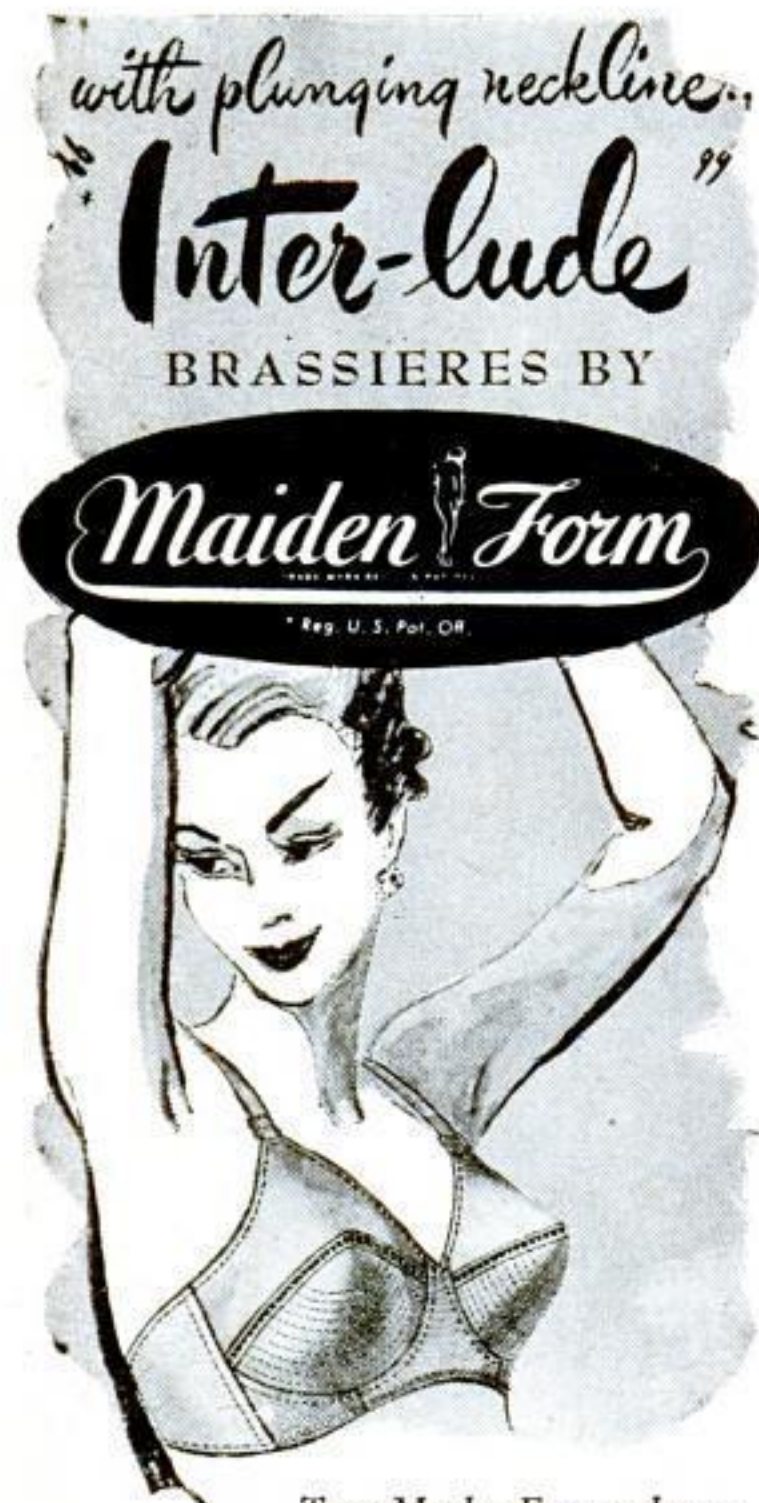
PERFUMES BY LUCIEN LELONG . . . spirited and fashion assured as
his Paris Original gown shown here . . . to be found among the collection of significant
fashions worthy of the new I. Magnin & Co. stores with their exquisite interiors.



I. Magnin & Co.

SAN FRANCISCO SEATTLE OAKLAND LOS ANGELES BEVERLY HILLS PASADENA

SANTA BARBARA CORONADO



Trust Maiden Form to know that smart low-cut dresses need brassieres which are deep V-shaped in front! Here's that plunging line, in "Inter-Lude," one of Maiden Form's most popular designs for average bosoms. Tearose or White Broadcloth, \$1.50; White Nylon Satin with low back for evening or sportswear, \$2.00.

"There is a Maiden Form for Every Type of Figure!"

Send for free Style Folders: Maiden Form Brassiere Company, Inc., New York 16, N. Y.



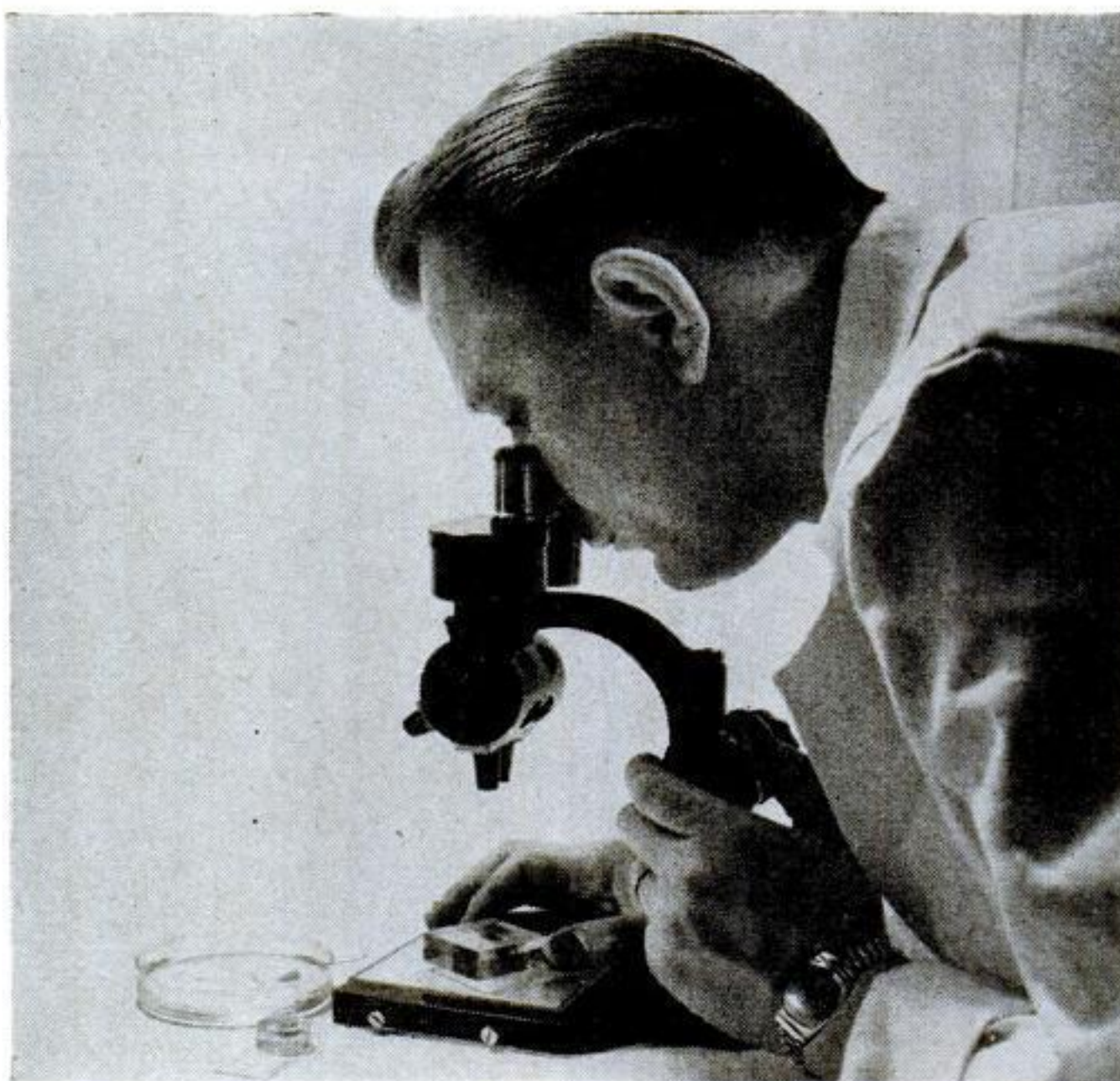
"WASH-TESTED" KODIAK KLOTH JACKET With Personality Plus!

The "Stroller" — smartly styled, sturdy . . . the perfect jacket for the girl who loves the outdoors. Of long-wearing Kodiak Kloth*, Zelan water resistant, won't lose color or fit through many tubbings. In natural, sandune, cocoa tan, kelly green, slate blue. Sizes 12 to 20. About \$12.95

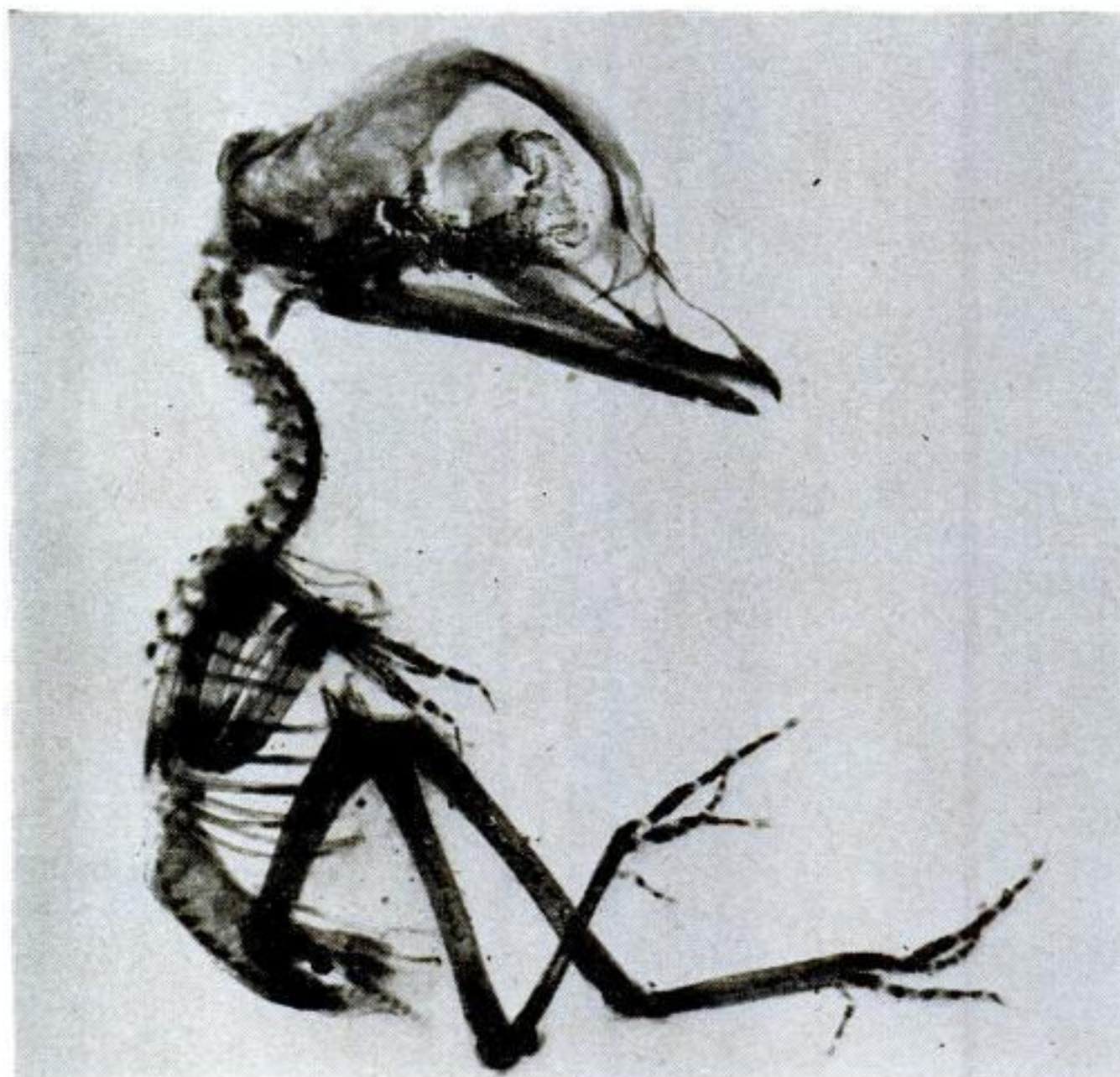
*A Whitman Fabric.

At better stores everywhere. Write for FREE style booklet. B. W. HARRIS MFG. CO., PARK SQUARE, ST. PAUL, MINN.

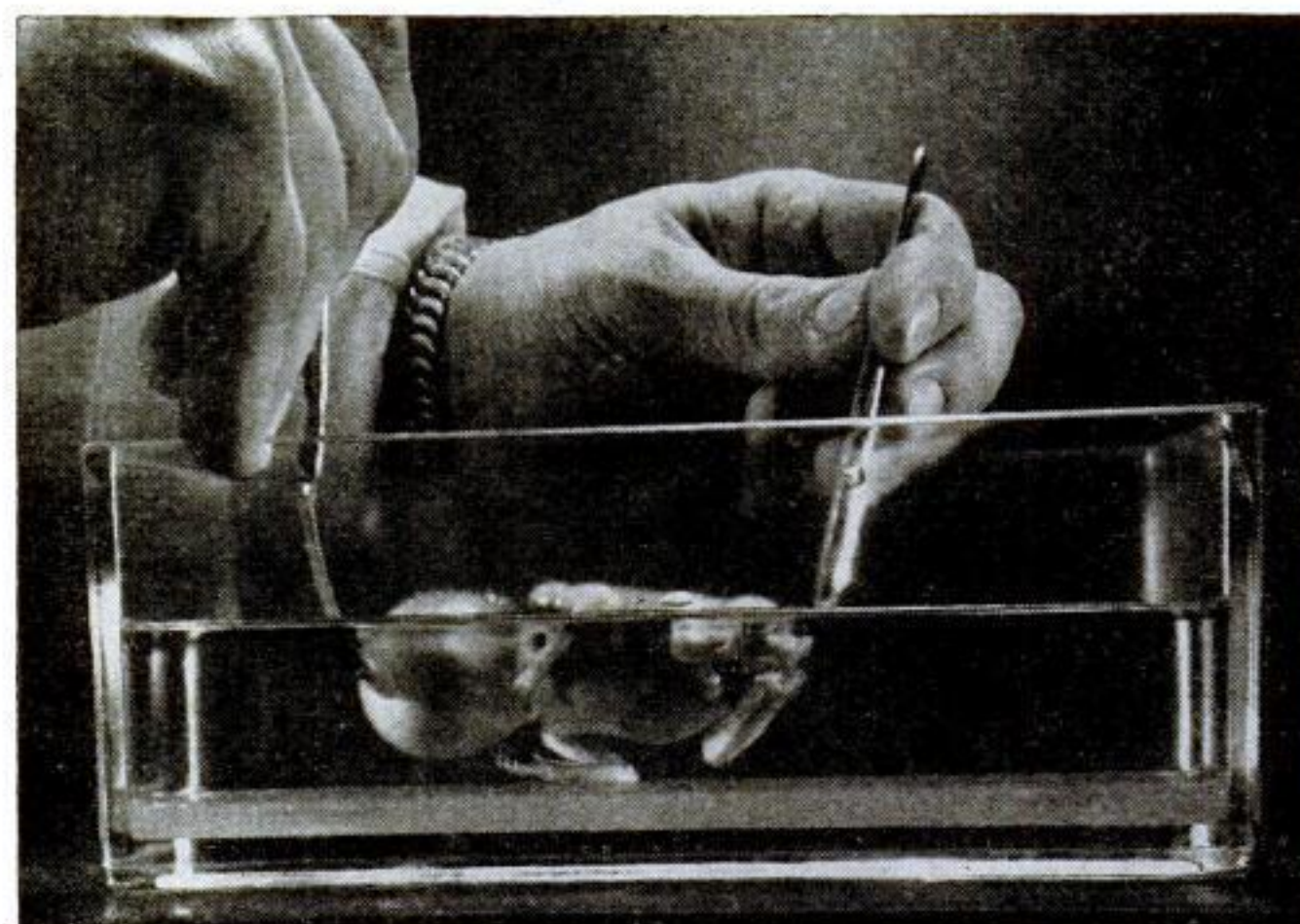
Bio-Plastic CONTINUED



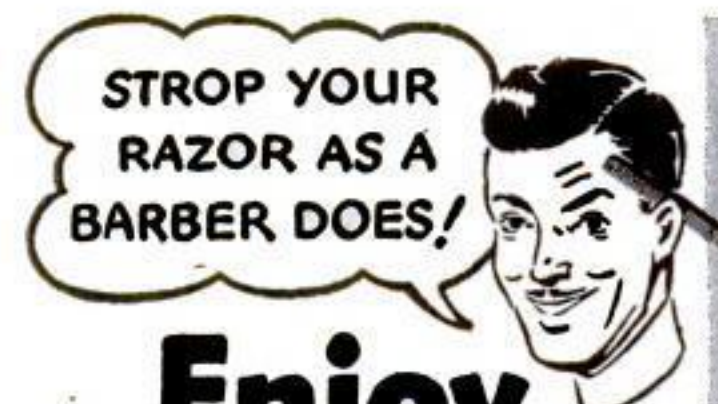
UNDER MAGNIFIER the chick embryo in the plastic block can be viewed from more angles and, in general, handled much more easily than by the old-fashioned methods of placing specimen in an open dish or on microscope slide.



THE CHICK EMBRYO, magnified twice, stands out clearly. Like the chick, most specimens are stained and treated with chemicals to reveal their internal structure, but some, like flies, can be embedded without such treatment.



HUMAN FETUS is lowered through top un-gelled layer of plastic and laid on second gelled layer. Ward's is the first commercial company to treat successfully the human fetus and cross sections of the human body in this way.



Enjoy new blade comfort every day



RAZOR, STROP AND 5 VALET BLADES

\$1.25

SELF-SHARPENING . . . ONE PIECE

La BOHEME
CALIFORNIA
WINES



AMERICA'S GREATEST WINE VALUE

©1947 La Boheme Vineyards Co., Fresno, Calif.

THE BIGGEST IRONING NEWS IN A GENERATION!

No standing!
because
No lifting!

No lifting saves arm strain, makes Sit-Down Ironing possible. The Proctor Never-Lift Iron saves 2½ tons of lifting per average ironing day. And you save 24% of your energy by sitting down.

"Sit down to iron," says Jinx Falkenburg in the new Proctor Television Movie, "Ironing Can Be Easy."



Sit down to iron...

with the Proctor Never-Lift Iron

Sit down to iron this new Proctor way. Sitting rests you, saves 24% of your precious energy according to scientific tests. *Sit-Down Ironing* is made possible by the Proctor Never-Lift Iron because you don't have to lift the iron. It saves you the arm strain of 2½ tons of lifting in the average ironing day.

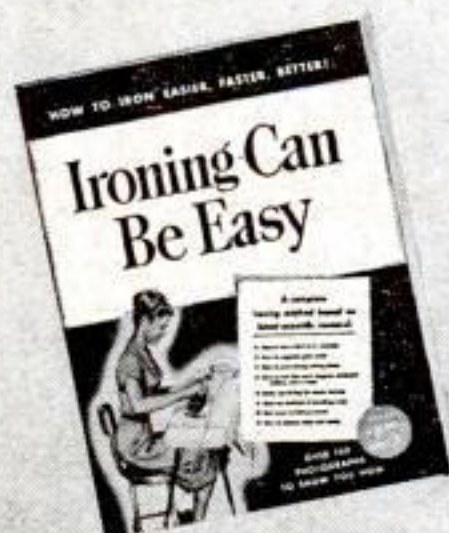
Now Proctor brings you this complete, perfected ironing technique with a big new 52-page book...store demonstrations...a new full-color movie. See the book and the amazing new 1948 Proctor Never-Lift Iron...at Proctor Dealers...now.



This new safety signal protects Rayons

**The Iron that makes Sit-Down Ironing easy
—the new 1948 Proctor Never-Lift**

Here's the amazing iron that makes *Sit-Down Ironing* easy and practical. Touch a button and it lifts itself, stands safe on its leg. Palm pressure brings it down for ironing. No awkward lifting. No tilting when you sit down to iron. See it. Note the new Rayon Safety Signal that protects synthetics, the cool handle, fast evenly distributed heat. You'll like every feature.



**160 Pictures Show You How in
this New 52-page Book**

At last, an authoritative, complete, illustrated ironing book to save hours of ironing time, 52 pages. 160 pictures. Shows the Proctor Technique of *Sit-Down Ironing* in detail. How to iron a shirt in 4½ minutes. Faster, easier ways to sprinkle, iron, fold, based on scientific studies. A boon to ironers... 25¢ at your Proctor Dealer's, or write the Proctor Electric Co., Dept. L3, Phila. 40, Pa.

PROCTOR

NEVER-LIFT

Reg. U. S. Pat. Off.

PROCTOR ELECTRIC COMPANY, PHILADELPHIA 40, PA. • For efficient repairs, 166 factory-supervised Proctor service stations, coast to coast... see local classified telephone directory.



Perfectly attuned to your suits . . . the white top accenting the freshness of your blouse, the black skirt shadow-breaking your skirt. You're better dressed thanks to Corette's new suit slip.



Perfect in its detailing . . . diamond-shaped midriff to fit like your skin, a skirt that stays down with your hemline. And the new Corette suit-slip is newly proportioned in your size and length.



From Coast to Coast 1000 Leading Stores Present

The New Corette Suit Slip

Designed in new longer lengths to fit you whether you are petite, medium or tall.

With Easter almost here, Corette, as suit-minded as you are, dressmakes a suit slip with a white bias top, prettily appliqued and embroidered . . . a black straight cut skirt that never, *never* rides up. Fashioned of luxurious Bur-Mil rayon crepe to meet your new hemline, follow your figure *perfectly*.

Petite, medium or tall *no matter*, there's a Corette size and length for you. *This very day* walk into any leading store and own the new Corette suit slip, *just made for you*. Petite: 31-35 S; Medium: 32-40 M; Tall: 32-40 L. At leading stores throughout the country. Not over \$5.

CORETTE Inc., New York 16, N. Y.



MOVIE OF THE WEEK:

Naked City

NEW YORK HAS ITS PICTURE TAKEN AS BACKGROUND FOR MURDER STORY

In the first few minutes of *Naked City* a lightly clad blonde is strangled by two unidentified thugs (right). Her story, a two-day sensation in the tabloids, is quickly forgotten by everyone—except the New York Police Department. The bulk of the film follows a veteran city detective (Barry Fitzgerald) as he picks out the murderer from among seven million New Yorkers.

Showing a smart criminal being tracked down by smarter cops is old stuff in the movies. Except for a murderer more interesting than most (he is a physical-culture nut who likes children), *Naked City* has few dealings with originality. Yet it comes close to being a superb movie simply because its man hunt (p. 128), which ranges all over Manhattan, was photographed where the story takes place—on the sidewalks of New York. Park Avenue, the subway, a skyscraper under construction, Stillman's Gym and the Lower East Side, as they sweltered last summer, make up *Naked City's* stage. Crowds, cars, shimmering structures and steaming streets blend into a hard, clear picture of New York in motion.

Masterminding *Naked City* was one of New York's most eminent displaced persons, Producer Mark Hellinger (below). New York-born and bred, long a recorder of the big town's sighs and giggles as a Hearst columnist, he had gone to Hollywood in 1937. Last July he returned east with his staff, determined to make a movie that would stand as his personal love letter to New York. He even got into the picture himself by speaking a jerky, over-sentimental running comment on the story. When it was released two weeks ago *Naked City* turned out to be an appropriate finale to an eventful life (p. 131). Three months ago Mark Hellinger died.



PRODUCER of *Naked City* was Mark Hellinger (above), a shrewd man who always wore dark shirts, loud ties.

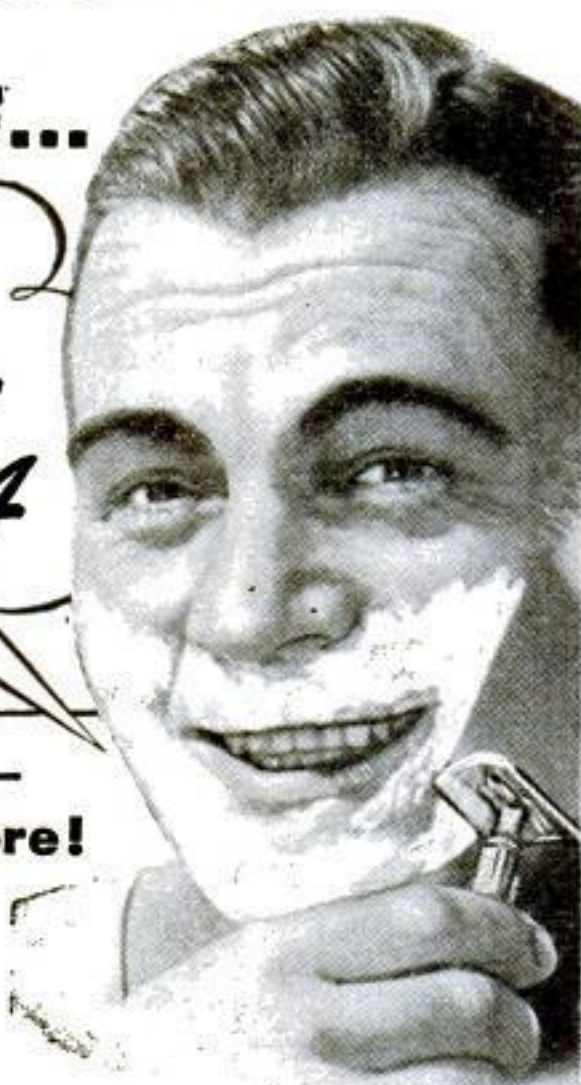
VICTIM is chloroformed (right), later strangled by two thugs, one of whom afterward drowns his accomplice.



ONLY Palmolive Brushless

OFFERS YOU PROOF OF...

*Smoother, More
Comfortable Shaves for
3 Men out of every 4*



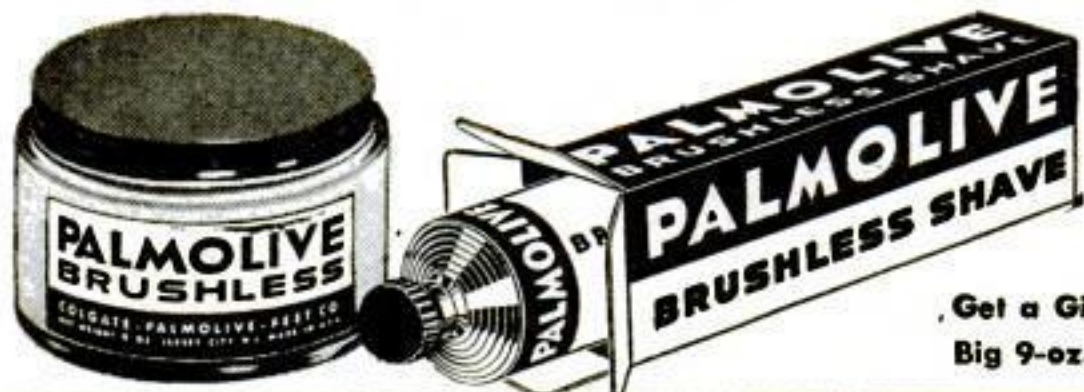
**And this way really works—
no matter how you shaved before!**

THE PROOF! 1297 men tested the new, different Palmolive Brushless Shave Cream Way, and—no matter how they shaved before—3 out of 4 reported more comfortable, actually smoother shaves!

Here's all you do:

1. Wash face with soap and water. Rinse!
2. Soap face again. Do not rinse!
3. Apply Palmolive Brushless Shave Cream, smoothing it upward into beard. This way, you get the full benefit of Palmolive Brushless Shave Cream's beard-conditioning effect! Then, shave!

BEARDS EASIER TO CUT — Said 79%
LESS RAZOR PULL — Said 75%
CLOSER SHAVES — Said 69%
SMOOTHER FEELING SKIN — Said 82%

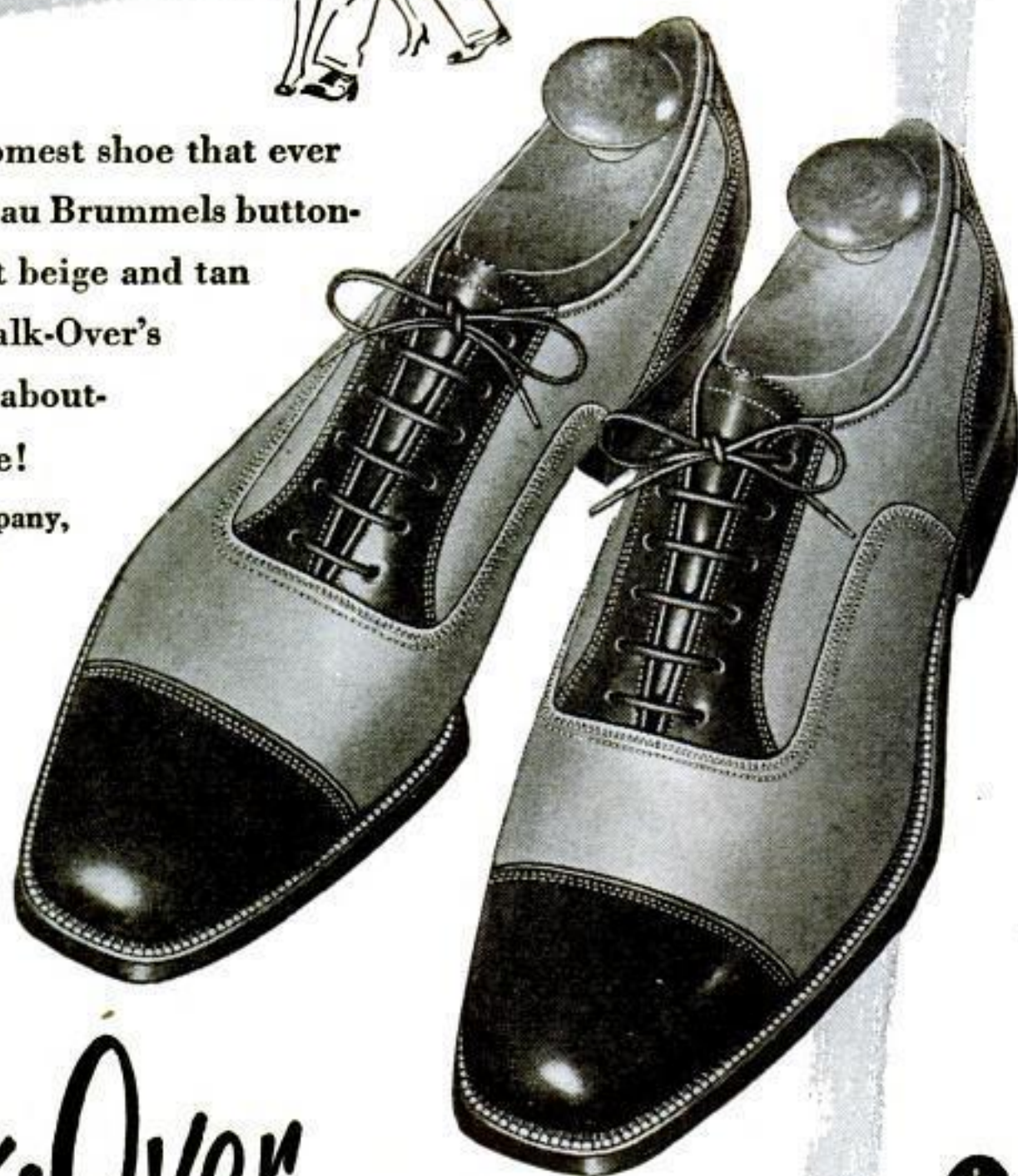


Get a Giant Tube or
Big 9-oz. Jar Today!

Do in' the town.. *...beige and brown*

Yes Sir! Handsomest shoe that ever
had the local Beau Brummels button-
eyed! Buttersoft beige and tan
calfskin *plus* Walk-Over's
wonderful man-about-
town French toe!

Geo. E. Keith Company,
Brockton 63, Mass.



Walk-Over



"Naked City" CONTINUED



CHASE BEGINS when police detective (Barry Fitzgerald, right) spots the murderer fleeing along East 14th Street in New York, where this scene was filmed.



MURDERER RUNS from cops, is chased to the Williamsburg Bridge. The people in picture above were not hired for movie, just happened to be there.



CORNERED, the murderer climbs up through the bridge's dizzying network of girders and catwalks and vainly tries to shoot it out with Fitzgerald and police.



KILLER IS WINGED before falling to his death on the bridge. Beneath him stretches out the naked city itself, with downtown skyscrapers in the distance.

CONTINUED ON PAGE 131

CARLING'S



This is Carling's new lightweight nonreturnable glass bottle. Every bottle brand new. Never used before—never to be used again. No deposit.

BORN IN CANADA (1840)

When a check-out register sees the new Carling's lightweight nonreturnable bottle it immediately goes into a flutter of zero, zero, zero. There is no deposit. No return. Same 12 full ounces.

The Red Cap is neatly poised to remind all Carling's is . . .

Light—not logy
Mellow—not musty
Better—not bitter

. . . all the result of Carling's unique and exclusive method of cross-blending in the vat.

Enjoy Carling's. And remember, you don't have to bring the empties back.

BREWING CORPORATION OF AMERICA
 Cleveland, Ohio

NOW GOING GREAT IN THE 48 STATES AS A PRODUCT OF U.S.A.

Some things you should know about operations

No. 210 in a series of messages from Parke, Davis & Co.
on the importance of prompt and proper medical care.

OF ALL THE RECENT ADVANCES in medical science none have been more dramatic than those in surgery and the fields related to it. Take appendicitis, for instance.

Not very many years ago, having your appendix out might have meant a fairly long and uncomfortable hospital sojourn, followed by several tedious weeks of getting back your strength. And with it all you might have had good reason to fear such complications as peritonitis or pneumonia.

Nowadays, except for a few rare cases, the removal of an appendix is not considered a serious operation. And many operations which were considered of major seriousness as recently as 1930 are now often relatively simple.

Because of notable advances in training and surgical skill, many of the risks have been almost eliminated. Complications following operations are far less common. And most patients recover in a shorter time, and with less discomfort than formerly.

Such progress in surgery has been hastened by significant developments in four important fields.

1. Anesthesia. The administration of anesthetics has become a specialized science. New anesthetics have been developed—less toxic, less upsetting to respiration and heart action. With modern anesthesia the patient has a far easier time when undergoing surgery. Post-operative nausea and vomiting, which were previously almost taken for granted, are now much less frequent.

2. Infection-fighting drugs. Peritonitis, once feared as a frequent complication of abdominal surgery, today is uncommon. The use of such agents as the sulfa drugs and penicillin—to treat infection or to guard against it—has almost eliminated many of the infections which formerly constituted the greatest dangers in surgical procedures.

3. Early ambulation. Doctors have found that getting patients out of bed soon after operations not only speeds recovery, but also prevents many of the discomforts formerly suffered. Bowel and urinary functions are quickly restored. Gas pains are usually avoided. It is not unusual nowadays for a patient to be well enough to go home from the hospital in less than ten days after a major operation.

4. Body Nutrition. One of the problems in surgery has been that the condition which makes an operation necessary is usually one which has depleted the patient's nutritional reserves, and therefore lessens his ability to recover promptly from the operation itself.

In recent years, however, medical science has broadened its knowledge of body nutrition.

Today, it is possible to determine in what a patient's body is deficient—whether he needs whole blood, vitamins, salts, carbohydrates, protein.

Each of these elements can be replaced—making it far easier for the patient to go through an operation. Post-

operatively, also, recovery is hastened by supplying the body's needs in easily assimilated form.

SEE YOUR DOCTOR. Give him your complete confidence at all times. If he advises an operation, follow his recommendation promptly. With modern surgery, with modern hospital care, you have little reason to be afraid.

Remember, too, that when surgery is indicated, a delay may be dangerous. Prompt action is likely to give you a quicker recovery—and an easier one!



Makers of medicines prescribed by physicians

COPYRIGHT 1948, PARKE, DAVIS & COMPANY

PARKE, DAVIS & CO.

Research and Manufacturing
Laboratories, Detroit 32, Mich.



BROADWAY PALS of Mark Hellinger (right) in Prohibition days were Walter Winchell, a rival newsman, and Texas Guinan, the era's famous cabaret star.

PRODUCER LED FABULOUS LIFE



GLADYS GLAD

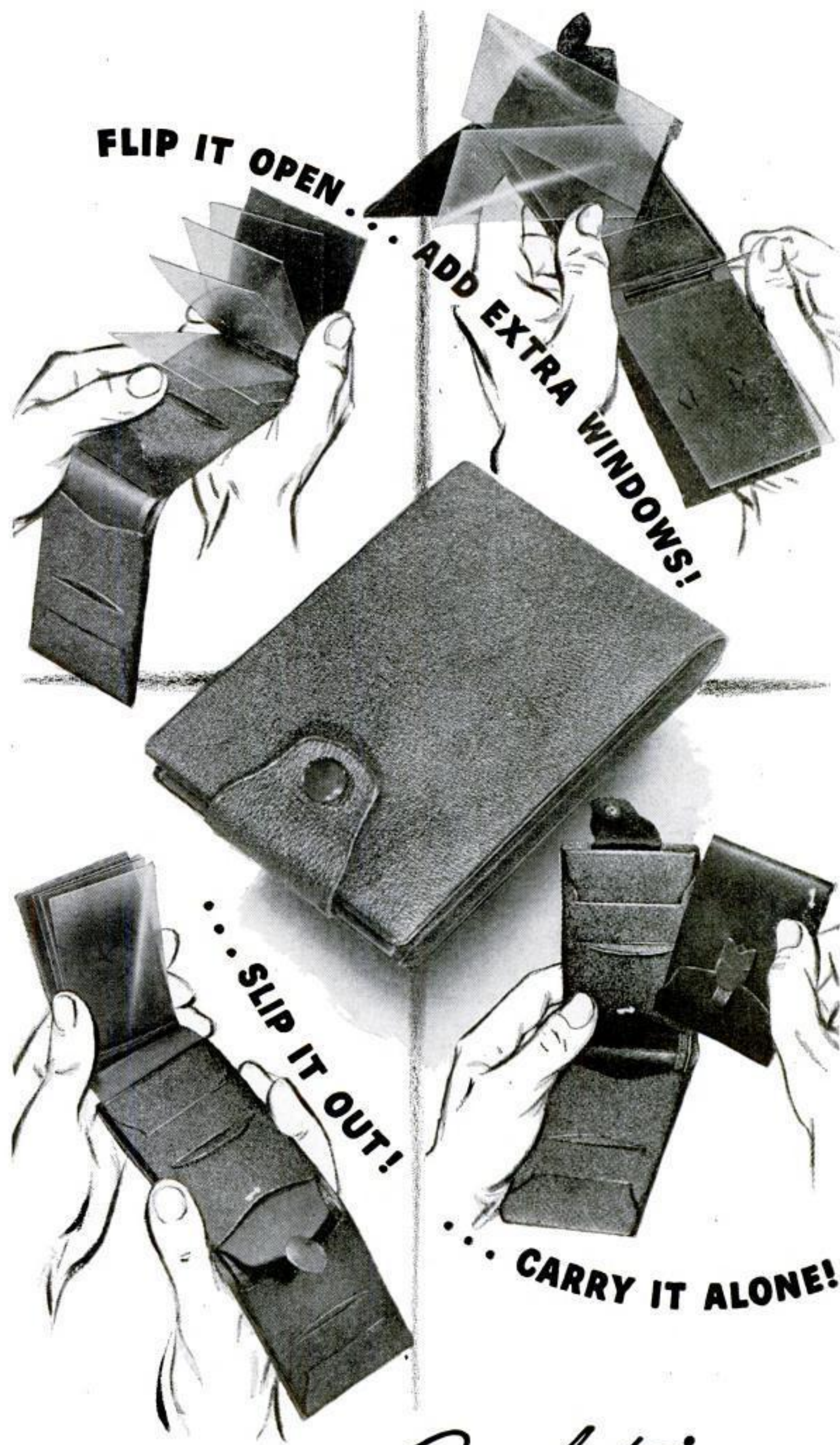
Before he reached 30, Mark Hellinger was already a Manhattan legend. A Broadway columnist at 24, he was an intimate of stage stars, gangsters and Mayor Jimmy Walker. In 1929 he married Gladys Glad, then the most beautiful showgirl in the Ziegfeld Follies, and, when she divorced him, wrote remorseful love letters of the "I-Didn't-Mean-It-Baby" type in his syndicated column until Gladys took him back. A fabulous tipper who sometimes passed out \$100 a day to waiters, bootblacks and cigaret girls, Hellinger also had a fetish about paying every

check. There were many friends of more than 20 years' standing who had never managed to buy him a drink.

In 1937 Hellinger went to Hollywood and became a movie producer. He specialized in pictures about the people he knew best—hard guys and tough dames (*High Sierra*, *They Drive By Night*, *The Killers*). He made stars out of Humphrey Bogart, Ann Sheridan and Burt Lancaster. In 1944 Hellinger stored the bulletproof limousine willed him by a murdered bootlegger and went off to cover the war for Hearst. Back in Hollywood, he seemed to acquire a new genius for making friends and money. But the strain of long-term high living was beginning to tell. Doctors told him to lay off the late nights and double brandies, to spend more time at home with Gladys and their two adopted children. It was too late. Even while *Naked City* was being filmed Hellinger knew death was near. Three months ago, with the movie finished, his heart gave out. Fifty big-shot newspapermen rushed to their typewriters to mourn that a great sport and a good guy had cashed in his chips. He was 44.



FLORENZ ZIEGFELD (in robe) plays cards with Hellinger as wife Gladys snoozes (right). Producer Ziegfeld gave the Hellingers \$1,000 as wedding present.

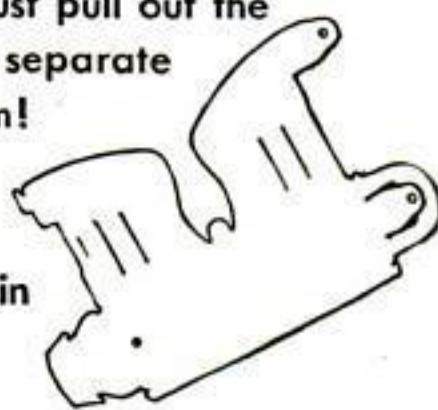


A DETACHABLE *Card-Tainer* IN THE NEWEST **BUXTON STITCHLESS**

A completely versatile Buxton Stitchless! With a Card-Tainer pass case that flips open in a flash to show identification cards or snapshots. Add or subtract windows to suit your needs . . . just pull out the pin. Slide the Card-Tainer out and it becomes a separate pass case . . . leaves the billfold extra slim and trim!

Famous interlocking construction . . . one piece of finest leather super-locked to take extra strain. Guaranteed! If any Buxton* Stitchless gives out in normal use before the fine leather itself wears out, we'll replace it free!

Black or Brown—Pin Morocco Goat, \$7.50 plus tax;
India Goat, \$6 plus tax. *Reg. U. S. Pat. Off.



The New **BUXTON** Stitchless

BUXTON INC., SPRINGFIELD, MASS

NEW YORK CITY AND CHICAGO



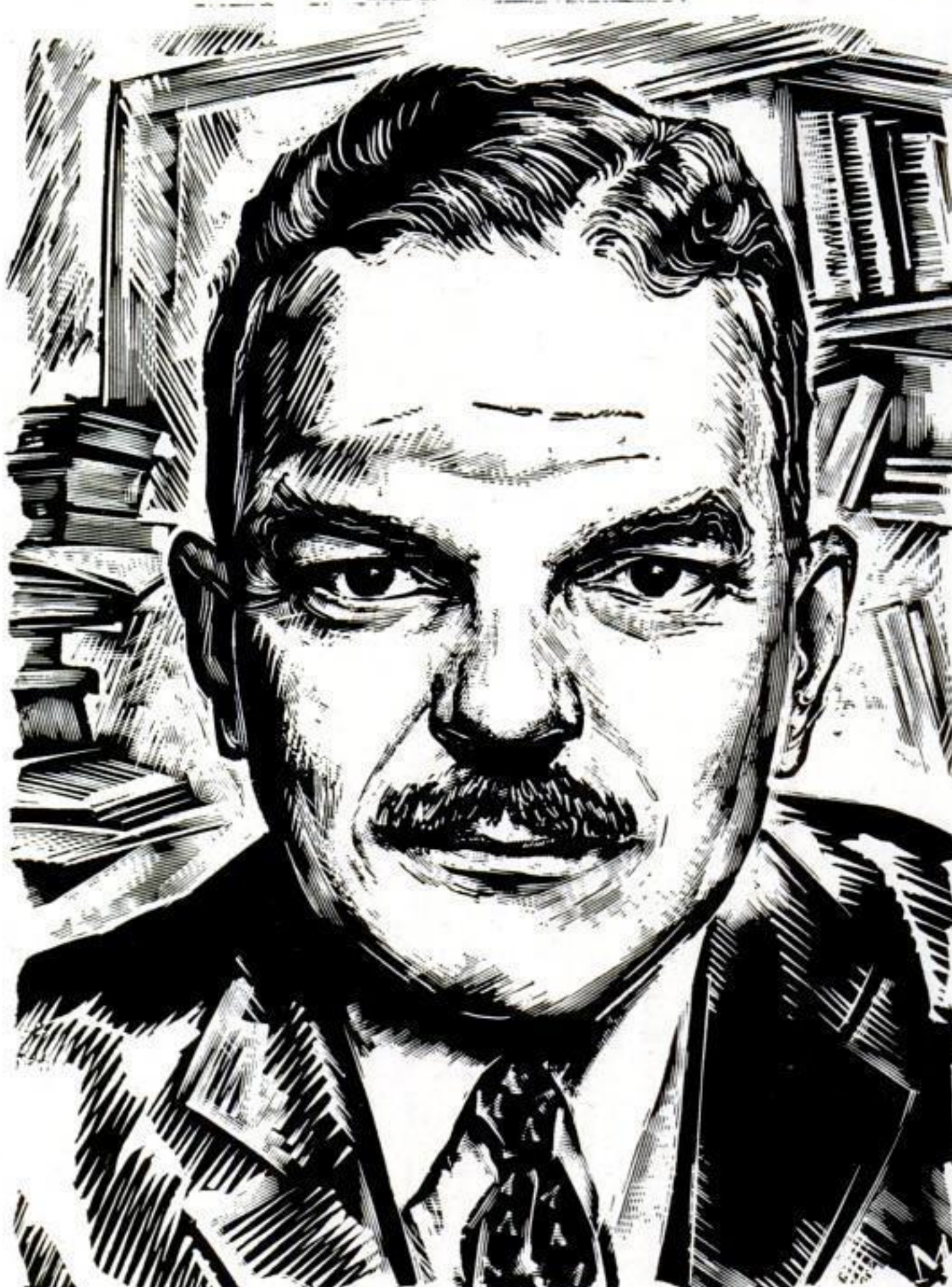
HE HAD TYPICAL AMERICAN BOYHOOD IN MIDWESTERN TOWN



HE WAS CHOIR SINGER IN HIS HOME TOWN OF OWOSSO, MICH.



HE MADE SUCCESSFUL ATTACK ON NEW YORK'S UNDERWORLD



GOVERNOR THOMAS EDMUND DEWEY OF NEW YORK



IN 1944 HE WON REPUBLICAN NOMINATION, CAME CLOSER TO DEFEATING ROOSEVELT THAN ANY OTHER G.O.P. CANDIDATE



AS DISTRICT ATTORNEY OF NEW YORK HE ACHIEVED EARLY FAME



AS GOVERNOR HE HAS BEEN A PROGRESSIVE ADMINISTRATOR



HE LED U.S.O. DRIVE TO PROVIDE CLUBHOUSES FOR GIs

SINCE THE START OF HIS CAREER DEWEY HAS REGULARLY BEEN A SECOND-ROUND WINNER



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5 pleasing flavors

personalized
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white hyacinth cologne

Fresh as an English garden . . . Personalized with
golden tone initials that say "This is her very own."
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THE AUTHOR: STANLEY HIGH



Stanley High, who here presents the arguments in favor of the nomination of Governor Thomas E. Dewey, was once a preacher and a New Deal insider. During the second Roosevelt term he reconsidered his Democratic affiliation and, like Dewey, campaigned for Willkie in 1940. He was a Republican again in 1944, is currently an independent, who feels that Dewey's record offers the most to the independent voter. Since 1940 Mr. High has been a roving editor for *The Reader's Digest*, in which capacity he has traveled around the U.S. observing the currents of political opinion.

DEWEY CONTINUED

look at that record they are not bothered by such trivia either.

In 1948 the U.S. seems to be looking for more than physical beauty in its leaders. One thing it is looking for is a government in which men of high caliber team effectively. One of Tom Dewey's prime qualifications is this ability, at once so complex and so simple, to make good government work. But his kind of government is no one-man show. Neither is it government by stooges or cronies. The country has not heard from Albany any wailing that good men cannot be got for the public service.

"My job," Dewey once said, "is to get \$50,000-a-year men to take \$12,000-a-year salaries." He gets them. An engineer of international reputation is his superintendent of public works; one of the country's leading tax lawyers is his commissioner of taxation and finance; a national authority on government finance is his budget director; the professor of hospital administration at Columbia University is his commissioner of mental hygiene; a top U.S. assistant surgeon general is his commissioner of health; and the president of the State Farm Bureau Federation is his commissioner of agriculture.

"No big cigars, no generous paunches, no backslapping," wrote Columnist Marquis Childs after a recent size-up of "the men around Dewey." Instead they "might be the officers of a rising and aggressive corporation . . . an efficient team . . . too capable to be stooges."

Many of the men Dewey has enlisted had never met him before. Most of them had no intention of entering the public service. But Dewey's zeal for good government is infectious. Once he has picked the right man, he asks him no political questions and for no partisan commitments. He offers him a free hand and keeps his promise.

It is their common testimony that thereafter, as members of the Dewey team, these men work longer hours and to more stimulating purpose than they ever did before. In each case their deep loyalty to Dewey has come about through hard work and close association with him. Once Dewey has enlisted them, they stay enlisted. And this is the more impressive in contrast with the long list of men who have "taken a walk" out of Washington in the same decade.

He requires no yesmen

MANAGING with Dewey is a highly cooperative procedure. He abhors yesmen. His cabinet sessions are a prolonged round of give-and-take with Dewey subjected to lots of taking. When Dewey's ideas fail to click and cannot be made to, they are shelved. "No man," he remarked plaintively after a recent cabinet session, "was ever overruled more often by his associates."

Dewey believes that the effectiveness of democratic government is dissipated by pulling and hauling between its legislative and executive branches. He does not believe that in a democracy such competition and divisiveness are the marks of the strong executive. He believes they are simply products of incompetence in human relations, and he quotes Walter Bagehot, "The secret of free government is in men working together."

One night each week while the legislature is in session, the five major legislative leaders meet for dinner with Dewey at the Executive Mansion. Item by item, they go over an agenda of debates that are pending and the prospective legislation. There is no steam-rolling. No decision on any item is reached until every man in the room is in complete agreement on it. If at one session agreement is not reached the item is postponed, sometimes week after week, until, by amending a little here and a little there, the last stubborn holdout is satisfied. The result, the exact opposite of "must" legislation and

CONTINUED ON PAGE 137



FOR PLEASANT MOMENTS—"Look, Patrick, we're in television!
 PM the Perfect Mixer gives another great performance . . .
 a moving picture of Particular Mildness and taste in technicolor!"
 "Aye, Michael, that's a mellow vision . . . and now let's hurry along . . .
 people will be calling for a personal appearance!"



IF IT ISN'T

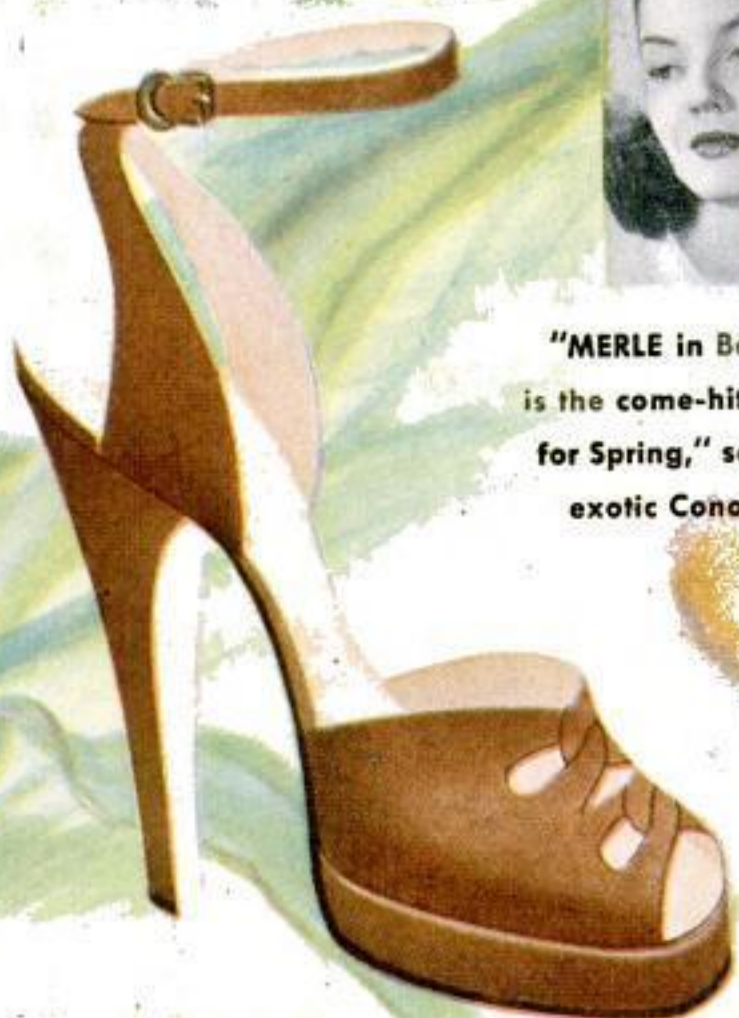
PM

IT ISN'T AN EVENING

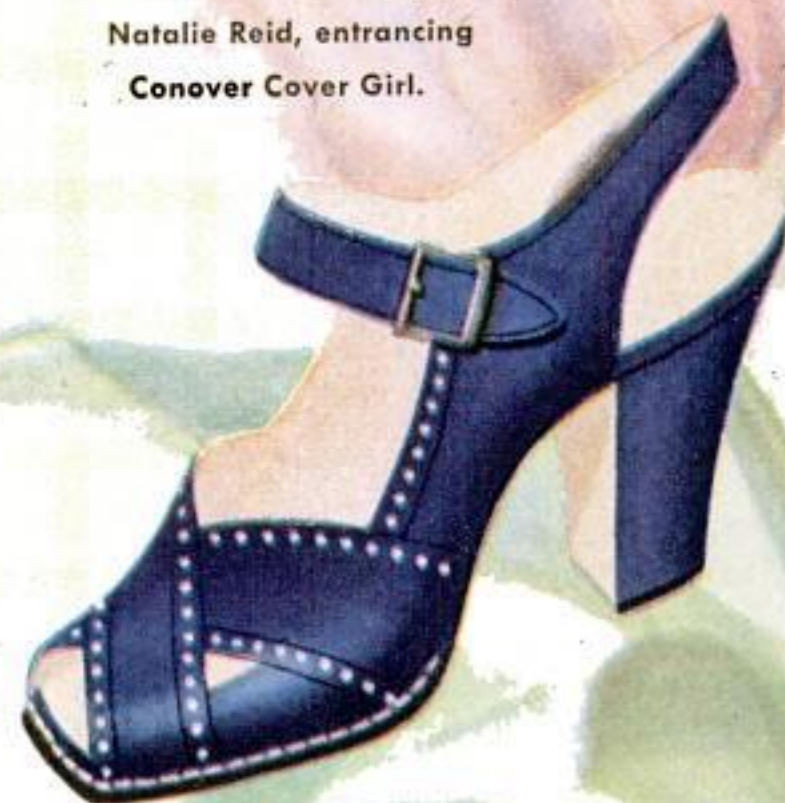
National Distillers Products Corporation, New York, N. Y.
 Blended Whiskey. 86 Proof. 70% Grain Neutral Spirits.



"MERLE in Balenciaga suede is the come-hither anklet I want for Spring," says Sandra Lane, exotic Conover Cover Girl.



"STRAND in navy is my idea of the perfect suit shoe for town and travel," asserts Natalie Reid, entrancing Conover Cover Girl.



"RIO in black patent is the slender lady slipper we models all love," enthuses Madelon Mason, Conover Career Girl, noted for her blonde loveliness.



"There's more than beauty to the American Girl"

SAYS *Harry Conover*

noted beauty and career authority



"Beauty begins at the feet . . . and AMERICAN GIRL shoes give my famous Cover Girls the poise and smartness so necessary to every American girl."

THE
AMERICAN GIRL
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"BROOKLINE in bright red leather is young and gay for girls like me," declares cute Lauri Collier, teen size Conover Cover Girl.

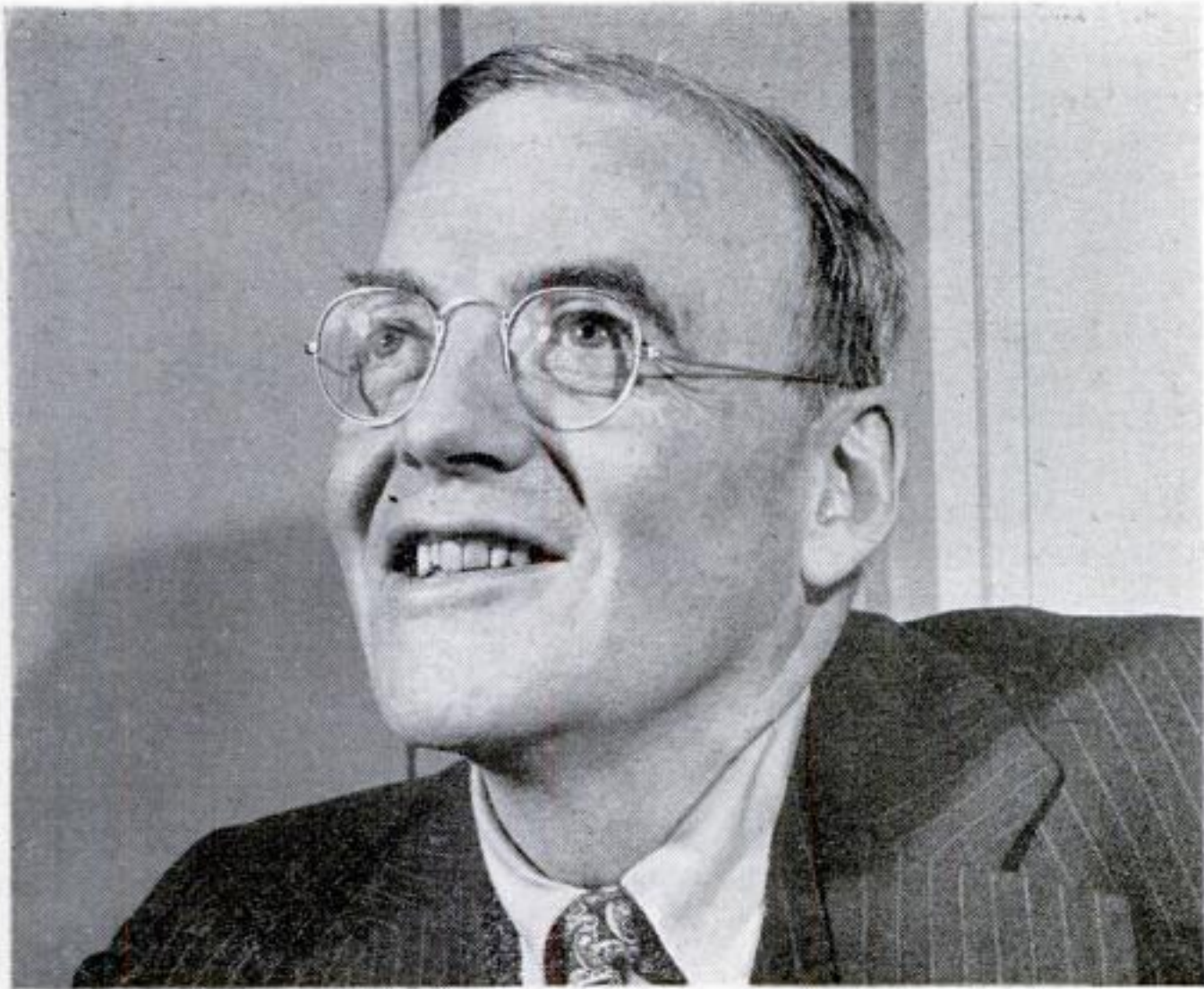


"KATE in vivid green leather has a party-going look I like," smiles pretty Lillian Brokal, attractive Conover Career Girl.



AMERICAN GIRL SHOES at leading stores everywhere, \$6.95, \$7.95, \$8.95
TODAY — MORE THAN EVER — AMERICA'S STANDARD OF VALUE

AMERICAN GIRL SHOE COMPANY, 120 Kingston Street, Boston, Massachusetts • Division: Consolidated National Shoe Corp.



FOREIGN-POLICY EXPERT for Dewey is his close friend John Foster Dulles, who wisely advised him to keep foreign affairs out of his 1944 campaign.

DEWEY CONTINUED

"rubber-stamp" government, is a working democratic partnership. Thus a major element in the Dewey record is that the public's business is so managed and local and individual effort so encouraged that the state government has actually become a release for the productive aspirations of the people.

Dewey has a deep faith in the vitality of our American system, political and economic. That faith has its roots in his sturdy American ancestry and in his upbringing. His grandfather, after a Harvard education, became a Michigan schoolteacher, was one of the founders of the Republican party and from 1860 to 1896 stumped the country in every presidential year for his party's ticket. For 25 years his father, editor of the paper in Owosso, Mich., where Dewey was born, was the county Republican leader.

Dewey was raised in the American tradition of hard work. In grammar school he had a newspaper route. He worked in a local sugar factory and in his father's print shop. At the age of 16 he was the only hired man on a 160-acre Michigan farm. That background gives substance to Dewey's faith in our system.

In his second inaugural address Dewey said, "Here in our country a truly free society can continue to be the most productive, happy and stable society in the world. It is our solemn duty under God to advance that cause by continuing to show that government can have both a head and a heart, that it can be both progressive and solvent, that it can serve the people without becoming their master."

Dewey's practice of that doctrine has had salutary consequences in New York; it has also aroused the same outcries in Albany it would arouse in Washington—and from the same entrenched quarters. For the first time in a good many years New York's economic horse is now in front of its social-welfare cart. As the national government has yet to learn, both have benefited.

He opposes "narcotic government"

THE Dewey administration has extended the reduction in state personal income tax to 40% and has reduced business taxes by 25%; has revised the unemployment insurance law to permit tax credits to employers who maintain stable payrolls (the total remitted in 1946-47 was \$152 million). He has reduced the state debt approximately 27%. To the bitter chagrin of the heirs of the cart-before-the-horse tradition, he saved for the postwar reconstruction of state services \$623 million, the largest reserve by several times in any state's history.

"We must finance the advances of the future," he says, "out of the savings achieved by better management." Accordingly to meet the state's \$801 million 1948 budget, he refused to encourage the free spenders by increasing tax rates. Instead he called on his department heads for a 9% across-the-board cut of expenditures.

When the people of the state, by referendum, voted a veterans' bonus, heavy pressure was brought on Dewey to finance it—an election being in prospect—by indirect, long-term and therefore politically painless taxation. Dewey refused. "Easy demagoguery" and "narcotic government," he called it. Instead he went frankly

CONTINUED ON NEXT PAGE

Pick an **ARVIN**
and be sure of
more for your money!

\$12.95*
Biggest worth in radio today!

Arvin Table Model 442 is a typical outstanding value for which Arvin radios are famous. This compact companion for bedroom or den, hotel room or dormitory, has non-breakable cabinet in black and silver finish. Superhet circuit—amazingly sensitive and selective! Listed by

Underwriters' Laboratories for your safety. See it at your dealer's, then compare values. You won't find another set with all these features at this price! It's Arvin-engineered, Arvin-built to rigid quality standards—tested and re-tested. That's the secret of Arvin value!



Trim and tiny, true in tone

Ivory-finish non-breakable case with handy handle. It's amazingly sensitive and selective for its small size. **Model 444AH \$15.95***



Unsurpassed at this low price

Charming, cheerful comrade for chairside, bedside, kitchen or playroom. Excellent range and fine tone! **Model 152T \$19.95***



Goes out and brings 'em in!

Brings in distant stations sharp and clear! Full range tone control! Outstanding value at this price! **Model 160T \$29.95***



Top value in FM/AM reception

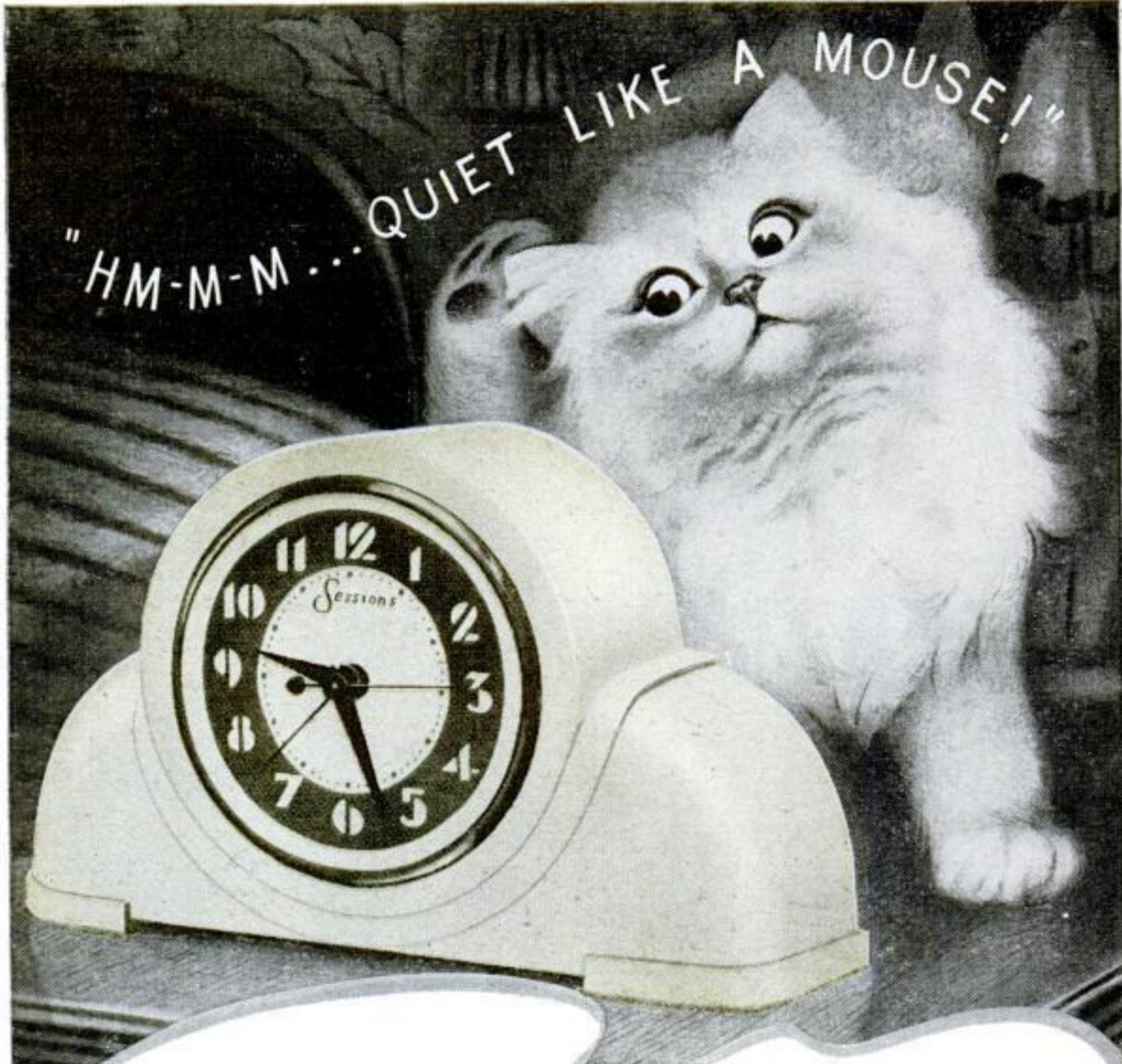
High fidelity static-free FM reception. Beautiful mahogany veneer cabinet. 8 tubes plus rectifier. Hear it! **Model 280TFM \$69.95***

*Prices slightly higher in Zone 2.



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THE SESSIONS

"Catnapper" Alarm

HERE IS A new Sessions alarm clock with a combination of virtues you may search for, but scarcely hope to find in any ordinary clock...

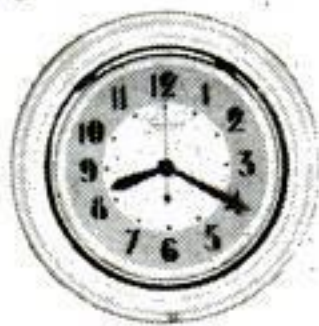
IT SLEEPS YOU MORE QUIETLY, without any pur-r-r, for the mechanism of Sessions Clocks contains only half the number of audible moving parts found in other clocks.

IT WAKES YOU MORE PLEASANTLY, for it has a slow, ultra-soothing bell of new, patented design. The bell clapper is built into the motor itself, without extra gears.

SEE THE CLOCKS! HEAR THE BELL of this appealing new clock, before you consider buying any other alarm clock! You will find the "Catnapper" alarm, as well as many other accurate, dependable Sessions beauties at your nearest dealer's. "Catnapper" approximately \$4.95*. All are superb values.

Send for free literature describing the entire line of Sessions Clocks. The Sessions Clock Company, Dept. G, Forestville, Connecticut.

*Approximate price subject to Federal Excise Tax.



No. 462W — 7 3/4" Diameter, 5" Contrasting Banded Dial. Metal Case in White Lustrous Finish. Convenient Bottom Hand Set. Approximately \$4.50*.



GOthic (464W) — Stately, new period mantel clock, in good taste anywhere. Mahogany color, retails approximately \$18.40*.



SQUARE MODERN (453W) — Trim desk model in mahogany colored case, bird's-eye maple veneer front. Retails approximately \$7.75*.



Sessions Clocks

SELF-STARTING • ELECTRIC

DEWEY CONTINUED

before the state convention of the American Legion and won their support for his proposal that to spare the next generation this generation's obligations the bonus should be financed on a 10-year, pay-as-you-go basis out of visible taxes. It was done that way.

When Dewey took over from the Democrats the state's industrial trend was down. War contracts were going elsewhere. New York City had a serious unemployment problem. An estimated 100,000 small businesses were war casualties. Dewey neither accepted the inevitability of this situation nor tried to spend the state's way out of it. Instead he launched the state on an aggressive program in the best American tradition.

To lay hold of a fairer share of war contracts, he ordered an inventory of the state's industrial resources—down to the smallest shop in the remotest community. Through his department of commerce he organized a statewide series of contracting clinics designed particularly to increase the know-how of the small manufacturer and to bring together prime and subcontractors. A battery of experts was dispatched to Washington with arguments and answers in their briefcases. There they opened an office, the only one of its kind for any state. They introduced the war agencies to New York and New York manufacturers to the war agencies. New York's supply contracts by the end of the war totaled more than those of any state in the union.

This momentum was not lost at the war's end but increased. Dewey's department of commerce divided the state into 11 regions, with regional offices and experts keeping up a running inventory, locality by locality, of industrial needs, resources and openings. The contract clinics of the war period have been turned into small business clinics. For preparation in industrial operations the state has 12,000 apprentice-training programs under way—veterans making up 90% of the 25,000 enrollees. Thus New York has rediscovered a sound industrial prosperity.

The results have been all that any believer in the potentialities of our American system could ask. Since V-J Day 130,000 small businesses have been started in the state; of 113 federally built, potentially useless war plants, 103 have been taken over by private industry. There are a million more jobs than in 1939.

His labor policy works

DEWEY believes in encouragement rather than the crack-down. This is of national significance in the field of labor-management relations. His policy is a maximum of peaceful negotiation, a minimum of compulsion. An exception is strikes by government employes; Governor Dewey will not tolerate "striking against the government." In 1946 such strikes in several New York cities threatened the public services. Dewey refused to play safe for the so-called labor vote. Instead he backed a bill which made such strikes illegal—with drastic penalties attached.

When Dewey took office in 1943 five other industrial states had a better strike record than New York. To give force to his belief that a friendly climate is more fruitful than force, he doubled appropriations for the state's neglected mediation facilities. He established the State School of Labor and Industrial Relations—the first of its kind. He increased unemployment and disability benefits and extended protection to more women and minors, more than doubling the number of workers covered by the minimum wage law. Against powerful opposition he supported a law which declared that the right of employment cannot be abridged by discrimination because of race, creed, color or national origin. This was the first such law enacted in any state in the union—a pioneer achievement.

Today New York is blessed with the most strike-free labor situation in America. The total of manhours lost in strikes is not only the lowest among industrial states but, during the war, was only half that of the state with the next-best record. The New York State Federation of Labor, discovering how sunny was the Republican side of the street with Dewey, refused in 1946, for the first time in 20 years, to endorse the Democratic candidate for governor.

Dewey's Pawling, N. Y. farm is his home, his escape and his greatest personal interest. He works at it, sweats and gets dirty. But he does not make false pretenses about his farming and despite the shirtsleeve-sombrero-and-war-bonnet vote, he will not let the photographers fake him up as a sweat-and-dirt farmer. He wants his farm to pay—which it is doing—because like most American farmers he has a mortgage to meet and a family to look after and also because in his economic catalog he brackets paying farms with paying businesses.

The Dewey administration works to manage the people's business ably and to encourage their productive aspirations. But there

CONTINUED ON PAGE 140



Deadly Partner of Fire!

Roaring fire + blind terror + ignorance of what to do = PANIC...treacherous killer!

In America's never-ending parade of fires, panic claims hundreds of tragic victims year after year—in homes, apartments, hotels, public places.

Fire in all its terrible phases kills nearly 1000 people a month! Most of them die not in spectacular blazes but in small fires that never make the headlines. It is a shameful picture.

Learn what to do in case fire ever traps you—

and you'll have a better chance to escape panic and get out alive.

A 48-state program to combat fires already has been launched by experts on fire, through The President's Conference on Fire Prevention.

Join this fight! Interest your school, your clubs, your local authorities in a program to stop fires in your community.

Follow these all-important rules at home: 1. Replace frayed electric cords and faulty appliances with new ones bearing the seal of the

Underwriters' Laboratories. 2. Repair and clean heating and cooking equipment. 3. Avoid misuse of flammable liquids. 4. Be careful with matches and smoking.

Do your part—and you'll help halt fire and all its deadly partners!

Send right now for the booklet "Report on Research," which points out the causes of fire panic, and outlines ways your community can protect itself against fire. Address: The President's Conference on Fire Prevention, Washington, D. C.

★ ★ ★

This statement is published by the member fire insurance companies of the National Board of Fire Underwriters in support of The President's Conference on Fire Prevention.

**FIRE WILL KILL NEARLY
1000 PEOPLE THIS MONTH!**

**Stop Fires—
Save Lives!**

THE WHITE HOUSE

"The danger of fire is with us every hour—day and night. We must use all our experience, all our knowledge, all our organizational facilities in a ceaseless fight to conquer it."

Harry Truman

"From Tchaikovsky and Me!"

says
EDDY DUCHIN

With 10 magic fingers "Eddy Duchin plays Tchaikovsky" (Set C-154). With eight great tunes:

"Secrets" "None But The Lonely Heart"
"Moon Love" "The Story of a Starry Night"
"Concerto for Two" "On the Isle of May"
"Our Love" "Save Me a Dream"

Hear this
set today.



THESE ARTISTS RECORD
EXCLUSIVELY FOR

Columbia Records

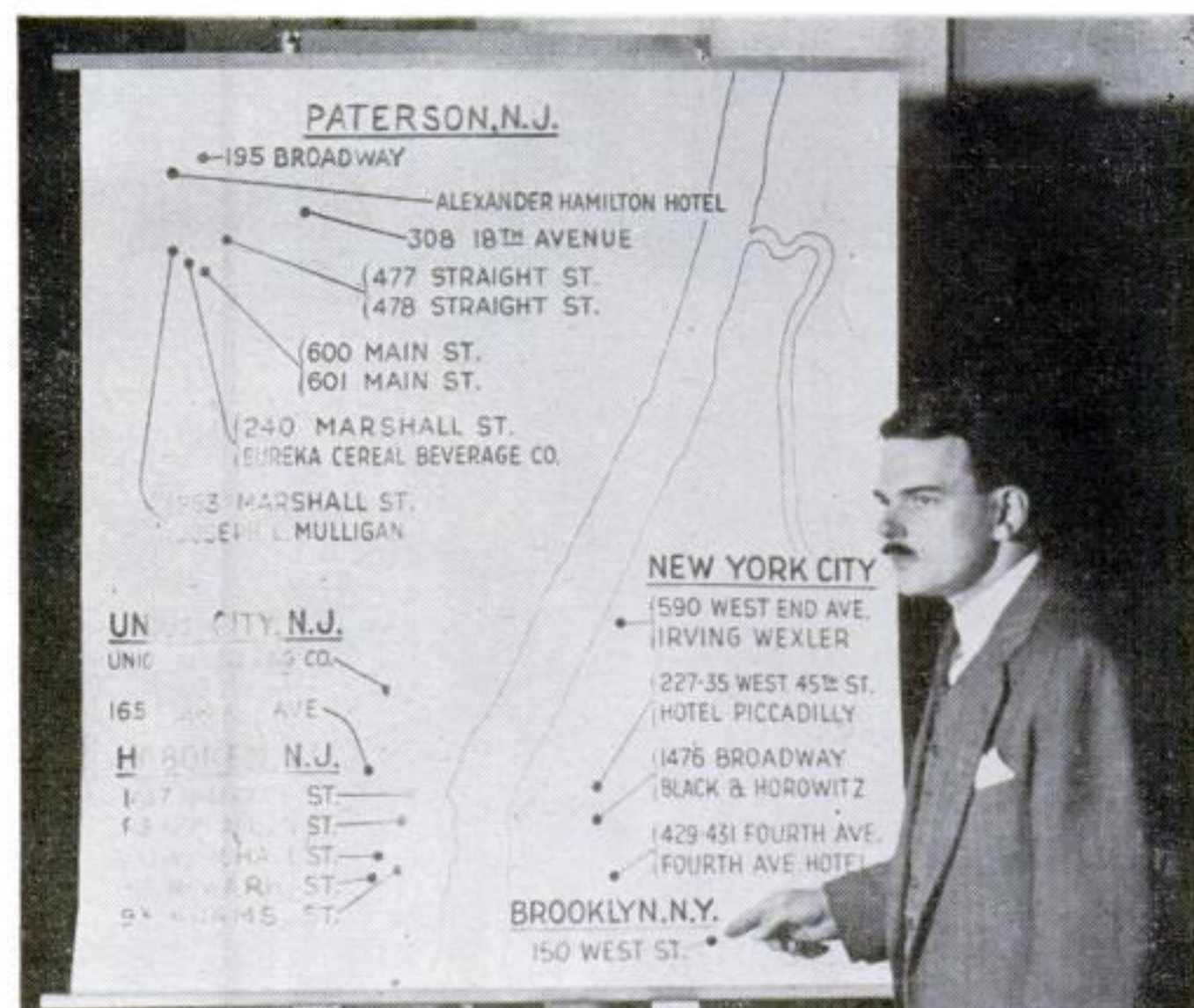
FRANK SINATRA
DINAH SHORE
HARRY JAMES
FRANKIE CARLE
KAY KYSER
WOODY HERMAN
XAVIER CUGAT
LES BROWN
GENE KRUPA

EDDY DUCHIN
BUDDY CLARK
DOROTHY SHAY
ARTHUR GODFREY
CLAUDE THORNHILL
RAY NOBLE
DICK JURGENS
DUKE ELLINGTON
THE MODERNAIRES

TOMMY TUCKER
ELLIOT LAWRENCE
PEARL BAILEY
TONY PASTOR
THE CHARIOTEERS
VICTOR BORGE
GOLDEN GATE
QUARTET
FRED LOWERY

DORIS DAY
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HAZEL SCOTT
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ALVY WEST
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BEATRICE KAY
KAY THOMPSON
MAREK WEBER

Trade-marks "Columbia," and © Reg. U. S. Pat. Off.



GANG-BUSTER DEWEY convicted Irving Wexler ("Waxey Gordon") of tax evasion in 1933 by using such exhibits as this chart of Gordon's beer empire.

DEWEY CONTINUED

is another major reason why Dewey government is popular government: it is effectively responsive to the people's needs. With the economic horse before the social-welfare cart, the welfare and humanitarian functions of government have ceased to be a precarious, muddled and political-minded enterprise. They have become dependable investments in a better life for more people.

Ahead of any other state and while the federal government faltered between divers opinions and administrators, Dewey, at the war's end, got an emergency housing program going. This program is a model in the nation. Very simply it has provided more homes for veterans than all the other state programs combined. No other state government has undertaken so large a program of slum clearance and low-income housing and, in the process, so successfully avoided bureaucratic dictation. In the wake of President Truman's veto of OPA extension, rents skyrocketed—but not in New York. There Tom Dewey's foresight had already put a rent-control law between eager landlords and their tenants' pocketbooks.

He simplified New York's relief system

WHEN Dewey took over in Albany, the various state welfare agencies were notable for their capacity for wasteful proliferation and red tape. "Total confusion," Dewey called it—using as a symptomatic illustration the actual case of "a widow who had experienced a nervous breakdown. She was no longer able to support her children or her 70-year-old father. In order for her to get help for her family she had to go to the Board of Child Welfare for assistance for her younger children; her 17-year-old daughter was obliged to go to the town welfare office for home relief, and her father to a third agency for old-age assistance. All of this meant three applications, three investigations by three agencies, three recommendations, three different checks every month, all to serve the needs of one family."

Dewey could not have his famous gadget-free desk, or his symbolic scissors for cutting red tape or feel his kind of religious conviction about human need—and still fail to attack such chaos. Today, as a result, the widow of the Governor's illustration would need only to apply to a single office however many kinds of assistance she needed. The assistance she would get would meet the same uniform standards in all 62 counties—and amount to considerably more.

Dewey found that New York's mentally ill were housed in the finest buildings of their kind in the nation and that what went on in many of them, under a long unmolested bureaucracy, was medically antiquated, wasteful and not designed to increase the likelihood of the patients' return to normal, useful life. Today the state's 26 mental hospitals and schools are under the direction of one of the nation's leading psychiatrists. The old bureaucracy has been supplanted, often by young doctors drawn into the state's service by a state-financed plan of internship—the only one of its kind in the nation. New York's present \$90-million-a-year mental health enterprise is preventive and curative rather than merely custodial. It has been made a productive investment in terms of those human

CONTINUED ON PAGE 143

Quick
as a wink!

RECIPE FOR
**UNDERWOOD
DEVEILED HAM
CANAPÉ**

Cut bread in squares, rounds, diamond shapes, 1/4 inch thick, toast to delicate brown, spread liberally with UNDERWOOD DEVEILED HAM. Sprinkle with grated cheese and brown in hot oven. Delicious!

AMERICA'S FAVORITE
SANDWICH SPREAD

**UNDERWOOD
DEVEILED HAM**

★For superb sandwiches and snacks, there's nothing like UNDERWOOD DEVEILED HAM. A natural, too, spread on hot buttered toast under eggs. There's flavor at its best!

*Served at the
French Research Foundation to
Mr. and Mrs. Charles Boyer*



Time out for Charles Boyer...and You!

Whether it's MR. BOYER, relaxing in this little "Corner of Paris" in Hollywood—or you, enjoying a leisurely luncheon at your favorite restaurant—you'll find Pabst Blue Ribbon always a pleasant, friendly companion!

That ever-faithful, real beer flavor you enjoy in Pabst Blue

Ribbon was achieved by 104 years of pioneering in the *Art of Brewing* ...and the *Science of Blending*.

By tasting, by comparing, you will understand why millions of people the world over have settled down to the real beer enjoyment that comes with blended, splendid Pabst Blue Ribbon.

Pabst
Blue Ribbon



33 FINE BREWS BLENDED INTO ONE GREAT BEER

Tune in the EDDIE CANTOR show
every Thursday night over NBC.

Copyr. 1948, Pabst Brewing Company, Milwaukee, Wis.



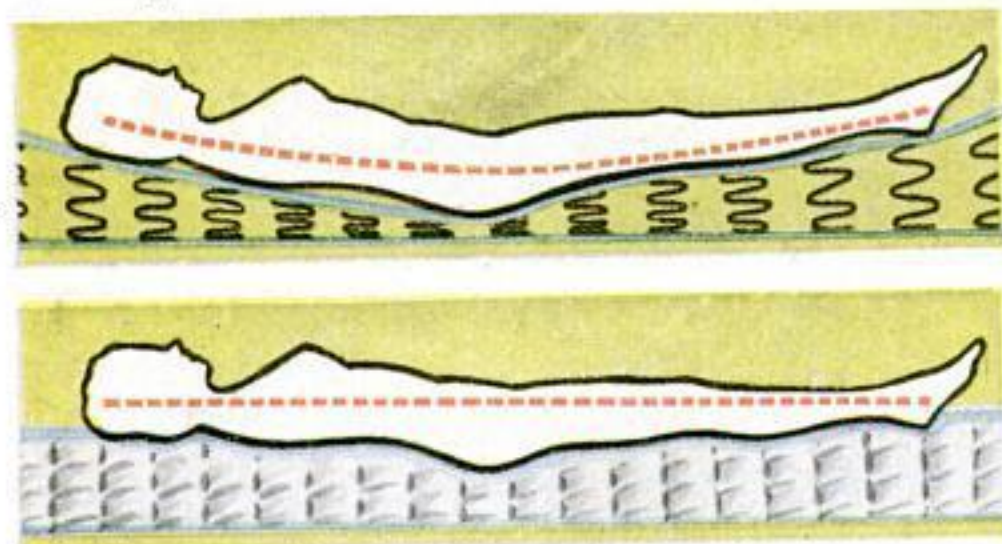
Sleep snug and warm under the new light-as-a-feather Simmons Electronic Blanket (shown above), only \$44.50 plus excise tax.

THAT WONDERFUL, WONDERFUL MOMENT!

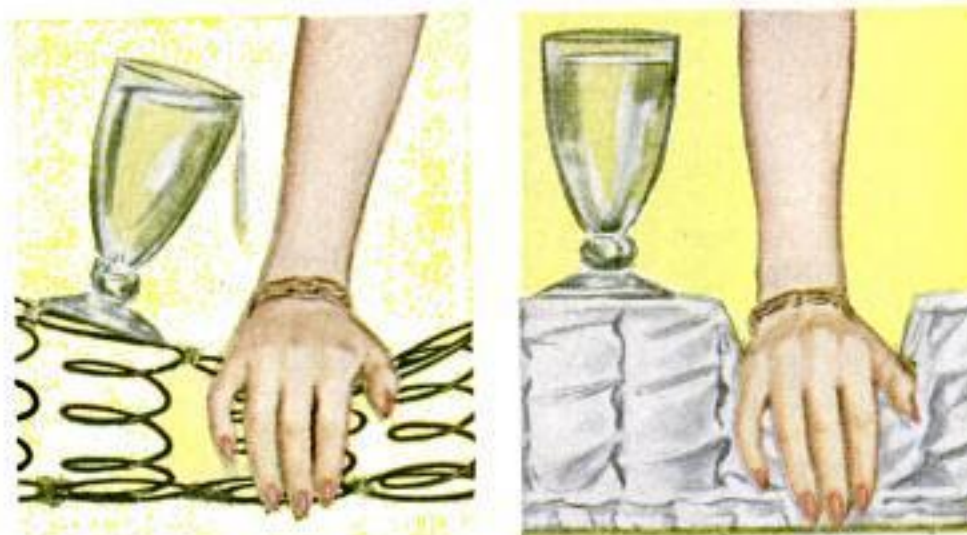
1. It's bedtime. You've had a busy day. You slip between the sheets on your new Beautyrest and stretch... oh, such a luscious, toe-wiggling stretch! A warm feeling of repose comes over you. Tension leaves you. The strain of the day vanishes. Your

nerves, your muscles, every blessed part of you feel at peace at last! What a moment! What a moment!

And to think that all this comfort is yours night after night—not for just a few years—but for at least TEN years! That's Beautyrest's *guarantee!*



2. Compare! Above, see how an ordinary inner-spring mattress can sag beneath you, make hollows that rob you of your rest. But, below, see how Beautyrest's 837 coil springs "give" only in the right places. Offer you firmer, more natural support!



3. Inside story! Left, see how wired-together springs in ordinary mattresses sag down together under pressure, in water glass test. But, right, see how your Beautyrest's individually pocketed springs act without sagging together!



Tested! Tested! Tested! In rigid "torture" tests constantly being made in United States Testing Co., Inc., laboratories, Beautyrest is lasting far longer than any other mattresses being tested. Proof of its better workmanship, better value!

Prewar quality! Your Beautyrest is so well built it actually needs turning only 4 or 5 times a year! Has prebuilt borders, no-sag edges, eight side ventilators to help keep interior fresh!

Amazing new Simmons Electronic Blanket takes place of two or three ordinary blankets, even in coldest weather! Keeps you blissfully cozy all night long—through the miracle of *electronics!* So light. So gently warm. So safe it's even washable! Fits single or double beds. Choice of five lovely pastel shades. At better furniture and department stores, \$44.50, plus tax. Get yours today!

Only SIMMONS makes BEAUTYREST*

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Other Quality Simmons Products: The Electronic Blanket, Famous Deep-sleep Mattress, Ace Spring, Babybeauty Crib Mattress, Hide-A-Bed Sofa



DEWEY CONFRONTS MARCHERS who came to Albany demanding "action" on veterans' housing. He pointed out that legislature had already acted.

DEWEY CONTINUED

values which Dewey believes to be the most important aims of a society whose tradition is Christian.

Several months before the end of the war loosed a GI flood on our colleges and universities, Dewey brought to Albany the presidents of the 87 colleges in the state for a two-day conference on how to get ready for it. As a result New York established three GI colleges—the first in the nation—and within a year the state's college and university facilities were increased from a prewar student capacity of 104,000 to 230,000. State aid for education has been increased since 1942 by nearly 80%, resulting, among other things, in the highest standard of pay for good teachers of any state in the country.

There is very little comfort in this record for that Republican remnant which believes the party is divinely ordained to turn the clock back. Nor, if Dewey is the 1948 candidate, will there be much comfort in it for Democrats who aim to win by trying to prove that the clock is safe only in their custody.

On a more discerning level Dewey's is a record to reassure voters in both parties who understand the extent to which our security and progress in well-being are now dependent on government, who recognize that the overshadowing issue of our time is whether government can provide security and progress without irreparable damage to the structure of a free society, and who are aware that it is in the U.S. that that issue must be resolved.

Throughout most of the world that issue is being resolved at the expense of freedom. Millions have been forced to believe that security and freedom are incompatible. Governor Dewey thinks not. He thinks that there is a better, an American way to resolve it. As chief executive of the government of a state larger than many nations, he is actually resolving it.

Dewey has had his trial by fire and is now a veteran in this decisive business of democratic government. This seasoning is prob-

CONTINUED ON NEXT PAGE



VETERAN GETS HOUSED with his family while Dewey, Mayor O'Dwyer (right) watch. New York has provided more housing than any other state.

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Since 1840*

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— at NO increase
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safe... every
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A "once over
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heavy chores
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Slip covers,
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clean like new!



"SUPER" RENUZIT works
wonders! It's deodorized! It's
detergenized! It's faster, it's safer,
it has double cleaning action on
both oil and water bound soil. It's
ready now. Try it! It's the *only*
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and South)

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RENUZIT SPOT & STAIN REMOVER
IT REALLY WORKS ON LIPSTICK • FRUIT STAINS
and other hard-to-remove spots
4 oz. 29c Sold Everywhere

DEWEY CONTINUED

ably what the Alsops had in mind when, after a New York visit, they headed their column, "Governor Dewey Grows." It probably also accounts for Robert C. Ruark's recent column, "The New Dewey." From "sitting real close to him" at the 1947 coach-of-the-year sports dinner, Ruark concluded, "The voters of these broad lands are not going to recognize Thomas E. Dewey this year when he gets into the presidential potato race. He certainly seemed at home with the sports folks the other night. He took a reasonably rough going-over. He was cracking right back. The geniality and casualness of his bearing is what hit me hardest. He appeared as a hairy-chested guy before a whole roomful of the best coaches of the country."

In 1948, at the age of 46, Dewey is still a young man—and an exceedingly vigorous one. But he is no young man in a hurry. Dewey does not press—a fact, according to his nickel-a-hole golf partners, which has brought his game down to the low 80s.



DEWEY in 1923 had no mustache, was a senior at University of Michigan.

Neither does he take his job's pressure home with him in a briefcase. Once inside the 1877 Executive Mansion—which, with the Governor lending a hand with the painting, Mrs. Dewey has redecorated and made livable—he lets Tommy (15) and Johnny (12) do most of the talking and lets his wife do most of the managing, which, with great charm, she does.

"What have we to eat?" the Governor asked her one evening recently.

"Liver and bacon."

He grimaced.

"Well," she said, "there are only about so many things to have, and every so often liver comes up on the list."

"Besides," said Tommy, "it's good for you"—and, fresh from a biology class, rattled off liver's beneficial ingredients.

"Almost thou persuadest me," said the Governor. "Almost."

Dewey is not easily pressed. New York City being the leftist capital of America, Albany only a pleasant three hours away and Governor Dewey's presence there bitter leftist medicine, the "March on Albany" has become standard technique for organizations of communist and fellow-traveler persuasion. Their take to date has been zero. A year or so ago one such outfit—more violent than most—moved in on the capitol and took over the senate chamber. That put them in the headlines from coast to coast and the Governor, apparently, on the spot. Encouraged, they sent word to him that they would move out when he gave in.

"Throw 'em out," said some of Dewey's advisers.

"I think I'll let 'em sit this one out," said Dewey and he let them, to their discomfiture.

Dewey's Republicanism, like Dewey's administration, is in the vigorous tradition. Its roots are small town and Middle Western. He, himself, got into the party via the precinct-worker route. As he proved when he campaigned for Wendell Willkie in 1940, he believes in the party and in party teamwork too deeply to hold out when its decisions go against his personal hopes.

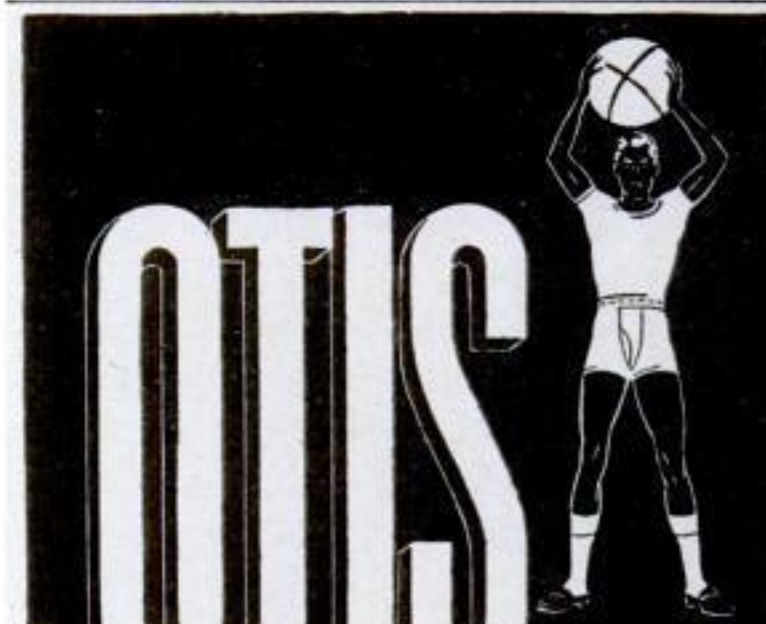
It was Governor Dewey at the Mackinac conference of Republican leaders in 1943 who made the first forthright, clear-cut proposal aimed to insure that, at the end of World War II, the U.S. would move in concert with other nations to prevent a third. "The most definite specification," wrote Arthur Krock in the New York Times, "that has come from any Republican or Democrat of presidential mention."

Dewey has continued to be forthright and clear-cut and, as at Mackinac, he has not hesitated to take the out-front position. His knowledge and judgment are a result of his own study, of his close association with some of the nation's best qualified experts on international problems and of the fact that, as titular head of the Republican party and as governor of New York he has opportunity, as few other Americans, to discuss these issues with the world's leading statesmen and diplomats.

He backed aid to Greece. He supported the Marshall Plan from the beginning. He has insisted that it be "administered on a bipartisan and businesslike basis." But he has opposed efforts to handicap the likelihood of its success by withholding sufficient

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Use it every day. EYE-GENE
is safe and gentle. 25¢, 60¢, and
\$1 eye-dropper
bottles at
Druggists.
Insist on
EYE-GENE!



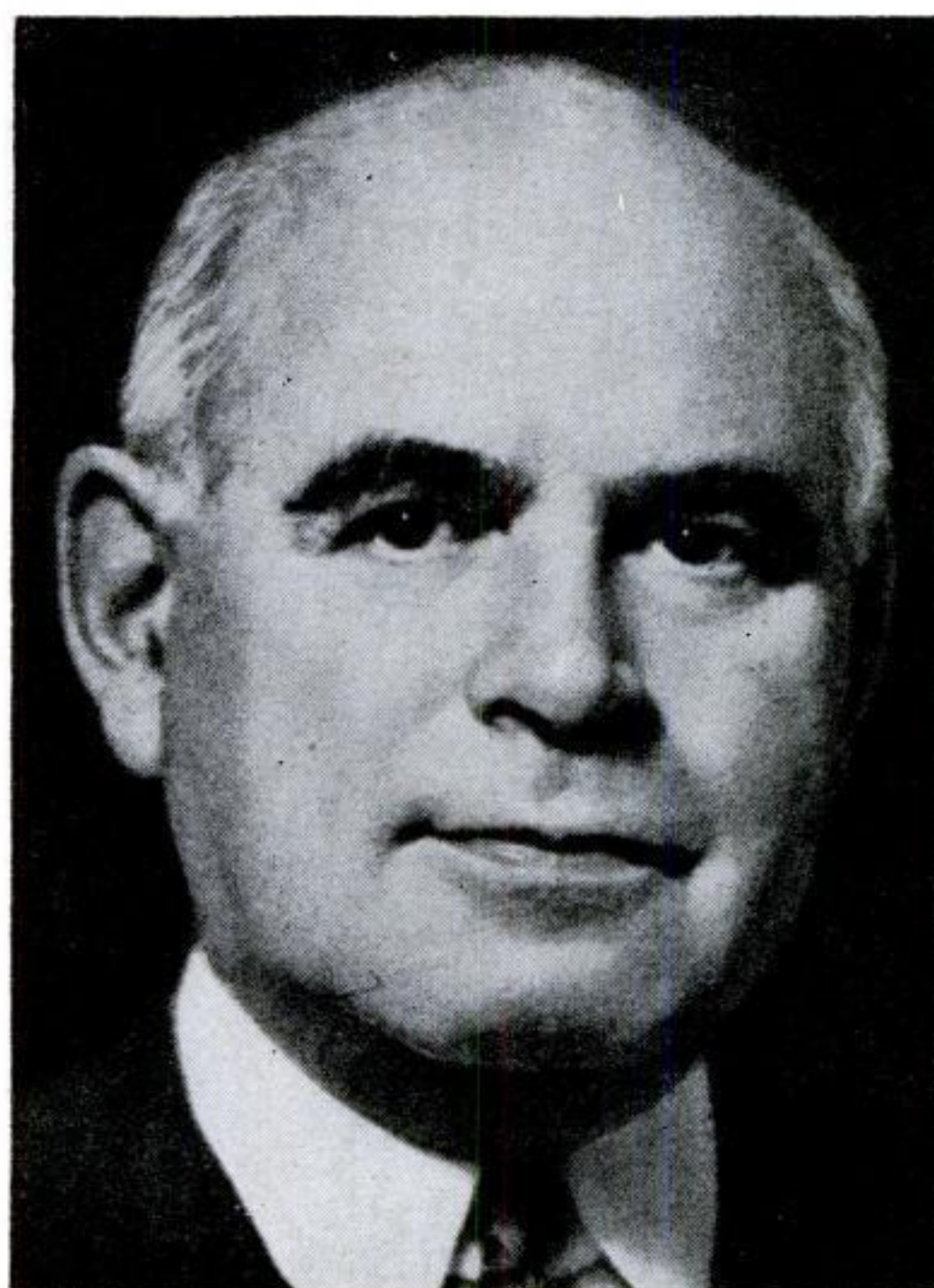
Dull morning
look...



Snap back with
dazzle!



CONTINUED ON PAGE 146



History has privileged us

—Herbert H. Lehman

THE RECENT DECISION OF THE UNITED NATIONS to partition Palestine is the most momentous development in Jewish history since the fall of Jerusalem in 70 A.D. History has privileged us. For after long years of prayers and tears and trials and tribulations, our generation has seen the realization of an age-old dream.

Those who will build a new nation in Palestine need the generous help and the whole-hearted encouragement of their co-religionists in all lands. People such as you and I with undivided and single loyalty and devotion to America will none the less feel a deep interest in and responsibility for the success of this new sister nation.

It was said of the Jews of ancient Palestine that they built with a trowel in one hand and a sword in the other. Let us hope that those of modern Palestine will be in a position soon to beat their swords into trowels and plows for the building of their country.

The United States grew to be the richest country and the strongest democracy in the history of man in the short period of a few hundred years. America is the achievement of an industrious people. We transformed the wilderness into rich farms and flourishing cities because Americans were endowed with creative power and with an indomitable will to succeed. Like the Jews of contemporary Europe, these early American pioneers were persecuted men, were poor men, were the victims of religious intolerance. And they fled to America in a spirit not unlike that of the Jewish immigrants to Palestine.

Palestine, which I hope will hold a large part of the unhappy remnant of

European Jewry, can enjoy an accomplishment similar in kind to that of America.

It is our privilege and duty to help design and erect a suitable super-structure upon the foundation. It is the task of Americans of the Jewish faith to help the people of Palestine in the further development of their country so that their noble aspirations will be given the opportunity of fulfillment as have our own. Our generation is uniquely fortunate to be in a position to make the new Jewish State economically and spiritually self-sufficient so that it can exert great moral leadership among the nations of the world.

Jews who are already in Palestine have shown their calibre. So have the Jews of Europe who will be going to Palestine. They have emerged from the holocaust and mass murder of the past ten years with an indomitable will to live and with an overpowering eagerness to be productive.

When I was Director General of UNRRA, I saw that the survivors among the Jewish people in Europe had not buckled under, but that they had risen above the tragedy with a spirit that would not brook defeat or yield to suffering. Their spirit is the same as that of the pioneers of earlier years.

I, for one, never have had any hesitation in investing in such people. I know that their desire to build Palestine furnished—and will continue to furnish—a security for investment that cannot be found in many other places on this earth.

Let us all now help bring closer the day when the prophecy of Micah shall be realized: "They shall sit every man under his own vine and fig tree, and none shall make them afraid."

WHAT MUST BE DONE IN 1948...

1. Supplementary aid for 250,000 displaced Jews in Germany, Austria, Italy and Cyprus.
2. Relief, rehabilitation, and reconstruction for one million Jews in Eastern and Western Europe.
3. Immigration and reception in Palestine of 75,000 homeless Jews, including 24,000 children.
4. Housing, retraining and settlement for the newcomers in Palestine.
5. Reception and adjustment of refugees who will enter the United States in 1948.

1948 Destiny Campaign

UNITED JEWISH APPEAL

for \$250,000,000 minimum

For the Relief, Rehabilitation and Resettlement Programs of
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Henry Morgenthau, Jr., General Chairman



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By The VICEROY Filter
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4. This filter is exclusive as is Viceroy's luxurious blend of fine domestic and imported tobaccos. Get Viceroy's at your dealer's. You'll be glad you did.



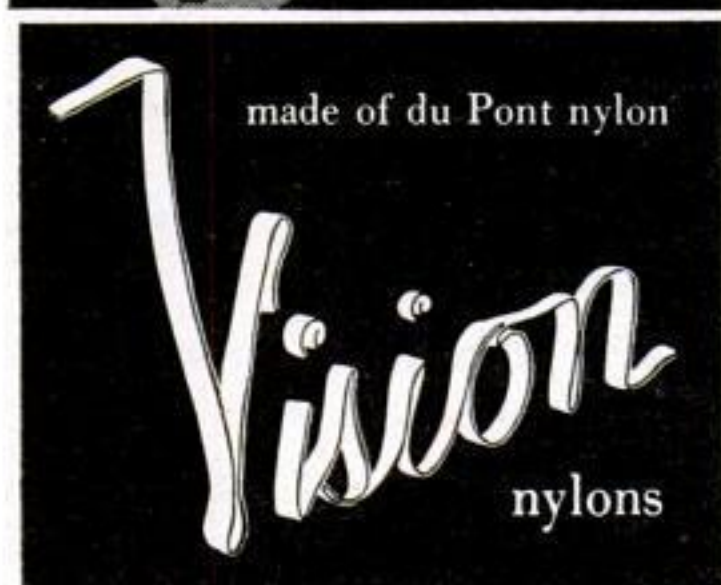
*No filter can remove all nicotine and tars, nor does Viceroy make this claim.



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a vision of sheer loveliness



DEWEY'S WESTERN TOUR last summer took him over 6,200-mile route through 15 states. At Yellowstone Park with his wife, Dewey took snapshots.

DEWEY CONTINUED

funds. He was one of the first to insist that the recovery program include China.

When it was prominently suggested that our aid should be withheld from any nation which had nationalized any of its industries, Governor Dewey immediately entered this remarkable dissent:

"There are," he said, "two worlds today. That is enough. In fact, it is one too many. We should not adopt a course which would create three worlds. In the free world, economic systems are not all alike. We do not share the socialist ideas prevailing in some nations, and we believe some of their program to be affirmatively dangerous to the welfare of their people. I am very sure in my own mind that if those nations would restore initiative and free enterprise, their progress would be immediately accelerated, but we will not achieve that result by lecturing from afar or withholding aid if they do not change their practices. So long as human liberty is maintained as a principal objective of a government, that government is our friend."

Governor Dewey has repeatedly urged the easing of our immigration laws to help displaced persons. He is a believer in a strong military establishment and in Universal Military Training.

In Boston on Feb. 12 he went significantly beyond any proposals so far made in urging that our aid to Europe be part of a specific plan to speed free Europe's federation. "Only a free Europe moving toward unity can achieve peace."

He insists on a bipartisan foreign policy

It is a measure of the soundness and maturity of Dewey's thinking on these issues—and of the quality of his leadership—that in 1944, with the war still to be won, he initiated the move which took foreign affairs out of the presidential campaign. He did this by having as his personal representative in Washington his close friend and foreign-affairs adviser, John Foster Dulles, a nationally prominent churchman and one of America's wisest counselors in matters of international relationship. This act by Dewey led the Democratic administration to accept his idea of a bipartisan foreign policy. To the immeasurable strengthening of our postwar position, that policy resulted in enlisting the services of such distinguished Republicans as Senator Arthur H. Vandenberg of Michigan and former Senator Warren R. Austin of Vermont, now head of our delegation at the U.N.

It is quite possible that it was the high order of Dewey's political courage and his sense of responsibility which in 1944 cost him the White House. While the Democrats were arguing that Roosevelt was the indispensable commander in chief, authentic information came to Dewey that prior to Dec. 7 our intelligence services had cracked a Japanese code and that Roosevelt knew an attack was coming—and approximately when. Few nominees for the presidency have ever had a potentially more momentous opening than that. Dewey was in a position to charge that Roosevelt, in

CONTINUED ON PAGE 149

"RC tastes best!"

says **LORETTA YOUNG**

star of "THE BISHOP'S WIFE"

A Samuel Goldwyn Production

I tried leading colas in paper cups, found Royal Crown Cola tastes much the best!



That's why I've served RC in my home ever since!

Loretta Young



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Here's what you get	RC Cola	Cola Y	Cola Z
1. COOL REFRESHMENT	✓	✓	✓
2. TWO FULL GLASSES	✓	✓	
3. BEST BY TASTE-TEST	✓		

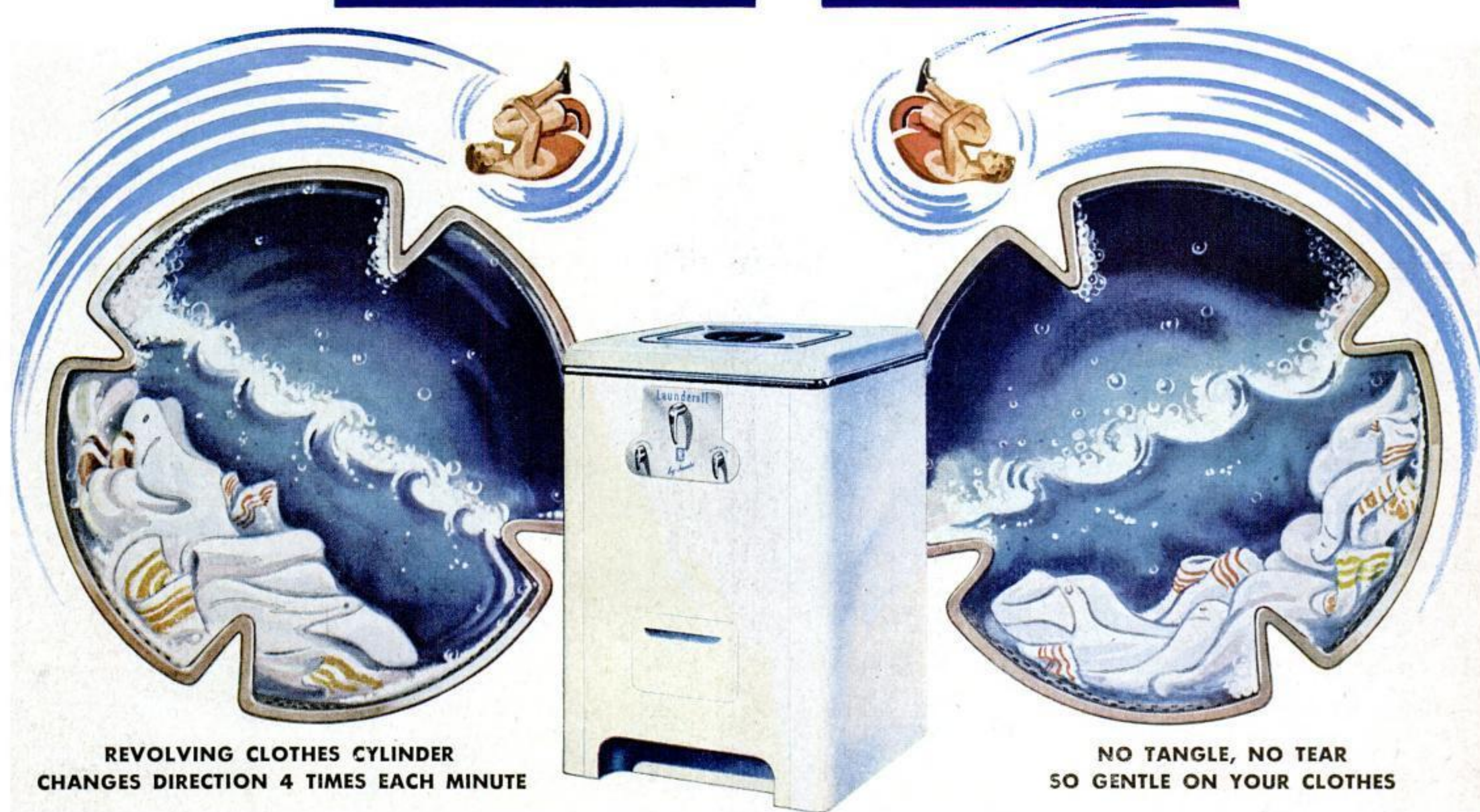
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CHANGES DIRECTION 4 TIMES EACH MINUTE

NO TANGLE, NO TEAR
SO GENTLE ON YOUR CLOTHES

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● Double-Tumble action! This sensationally better automatic way to cleaner, whiter clothes is an exclusive action available to homes *only* in a Launderall! The spacious clothes cylinder whirls to the right . . . pauses while clothes tumble . . . then revolves to the left . . . over 1500 Double-Tumble revolutions are made during each complete wash! Sudsy water, under pressure, works through all fabrics, again and again—out goes dirt . . . out goes soap! Then comes Double-Tumble rinsing in clear, fresh water. Next, clothes are spun damp-dry to a sparkling freshness . . . dripless and tangle-free.

Remember when you buy — Launderall is the *only automatic washer* with gentle-on-your-clothes Double-Tumble washing action! See it for yourself at any of 7,500 Launderall dealers across the nation.

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THE COMPLETELY AUTOMATIC HOME LAUNDRY



COMPLETELY AUTOMATIC—Entire washing-rinsing-drying cycle is automatic—timed scientifically for perfect results. Even pre-soaking is done away with in a Launderall!

SNOWY-WHITE CLOTHES WITH A MINIMUM OF HOT WATER—Only Launderall does a 10 lb. wash to snowy-freshness with so little hot water!

EASY WAIST-HIGH FILLING—No bending or stooping, no splashing or spilling with Launderall! Super-safe around youngsters because the machine stops whenever the door is opened.

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DEWEY CONTINUED

failing to take adequate defense measures against the attack he knew was coming, had "betrayed" the safety of the U.S. Such an authenticated indictment at such a time would certainly have rocked the country and might well have elected Dewey.

Alarmed at what Dewey knew, General Marshall, then chief of staff, made a direct appeal to him. The Japanese, General Marshall said, were still using the same code and the fact that they did not know we had broken it was still of enormous military advantage to us. Although he had the utmost faith in Marshall, Dewey could not help wondering whether, in fact, the Democratic high command had resorted to this desperate means to forestall the political disaster they feared if Dewey opened up with the truth about Pearl Harbor. Despite his suspicion Dewey concluded that nothing could justify such a gamble with American lives and America's security. With a rueful thought that he might be throwing away his chance for the presidency, he locked up his information.

It may contribute to the Governor's present peace of mind that on the basis of pretty impressive precedent 1948 should be the Dewey year. After losing the first time it has been the Dewey practice to turn defeat into a comeback and win decisively the second time. That record, the Governor says, begins with Mrs. Dewey. It certainly goes back to the time when, in the midst of his spectacular racket-busting record, he was all set after two years of painstaking investigation and preparation to move in on Jimmy Hines, the biggest kill of them all. After months of trial it looked like a sure conviction when on a technicality the judge declared a mistrial. Broadway wise guys were betting 2-to-1 that night that Hines, a potent leader of Tammany Hall, would never be tried again. Down at the D.A.'s office Dewey's assistants lounged around, dazed and beaten. Dewey came out grinning. "What's everyone looking so glum about? Come on. We're starting over again." They did. The wise guys lost their bets. Hines went to jail.


In 1937 Dewey was drafted to run and was elected district attorney of New York County, running ahead of Fiorello H. La Guardia and beating Tammany Hall by the greatest majority in its history.

In 1938 he ran for governor of New York. Herbert Lehman, with yeoman aid from President Roosevelt, nosed him out with a 64,000-vote margin out of five million. But the next time up Dewey won with a plurality of 648,000, thus becoming New York's first Republican governor in 20 years. In 1940 he campaigned for his party's presidential nomination. He lost on the sixth ballot. In 1944 he came back and won on the first ballot, practically by acclamation. He lost the election—but, even with a war on, won a larger share of popular and electoral votes against Roosevelt than any previous Republican contender.

In fact he lost one of the closest elections in American history—where a shift of only 750,000 votes in key states (out of 48 million votes cast) would have meant his victory—despite the nation's natural reluctance to change its highest command in the crisis of a war. The U.S. people have now studied Tom Dewey closely for 11 years; they have watched him grow, through defeats as through victories. They know what he stands for; there is no uncertainty about his views or mystery about his methods. He has earned the nation's confidence.



NO SMALL ASSET politically is Dewey's family, shown above with his mother on her Owosso, Mich. porch. The Dewey boys are John, 12, and Tom Jr., 15.



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Famous Queens

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ON NEW SHOES — TO RENEW SHOES

Life Visits a School for Waitresses

**An ex-bellboy shows Wichita girls
how to keep their customers happy**

The undeclared but stubborn warfare which exists between waitresses and the eating public has long been the despair of restaurant keepers. Too often the comforting clink of an owner's cash register dwindles rapidly because his employes hook an occasional thumb in the beef stew. Other arguments for home cooking usually involve waitresses who assume that too-short skirts, bright nail lacquer and plunging necklines are superior to deft hands and tidy uniforms as serving assets. This keeps wives (and their husbands) away in droves. Such practices are dismaying to a 52-year-old ex-bellboy named John O'Meara, who has been touring the U.S. since 1931, spreading the gospel of good waitership. On these pages is shown a typical O'Meara school held in Wichita, Kan., where he taught a class of 350 waitresses. Encouraged by the local health department, which in 1944 learned that only 8% of the city's restaurants were up to U.S. Public Health Service sanitary standards, he lectured for five days on the need for neat, efficient serving. When he teaches O'Meara often steps into the role of waitress (*right*) to point out faults like carrying too many water glasses. He is also eager to impress the girls, who receive a certificate for passing the course, with the importance of what he calls the "big little points." Among them: serve a left-handed person the same way you would a right-hander. Repartee is taboo even if the waitress is addressed as "sugar pie." Slang like "mistreat two and butter the brown" (scrambled eggs and toast) annoys eaters. Never serve a wedge of pie with the point away from the diner. O'Meara says that some men are driven crazy unless the pie is aimed directly at their belt buckle.



EFFICIENT WAITRESS SHOULD HAVE A CRISP UNIFORM, A PLEASANT DISPOSITION AND AN UNCROWDED TRAY



WAITRESS DON'TS include long red fingernails like these. For handling food, nails should be short, clean and unpainted.



PLATE CLUTCHER illustrates messy serving styles by covering rim of glass and hooking a thumb into customer's fried egg.



TABLE LEANER, here shown taking an order, displays awkward stance which



TEACHER JOHN B. O'MEARA DEMONSTRATES SOME FAULTY SERVING TECHNIQUES TO A GROUP OF WICHITA, KAN. WAITRESSES AT ONE OF HIS CROWDED CLASSES



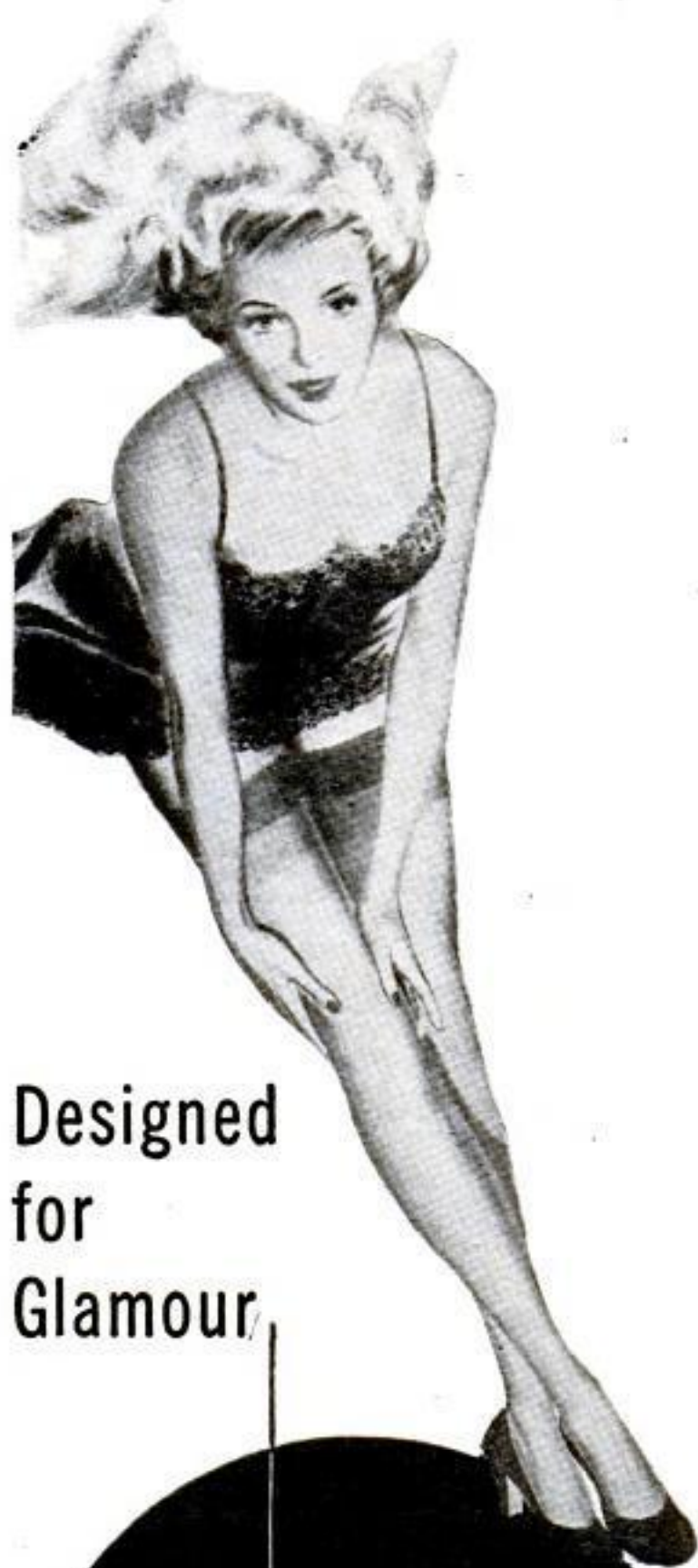
may not offend the male diners but is sure to irritate their women companions.



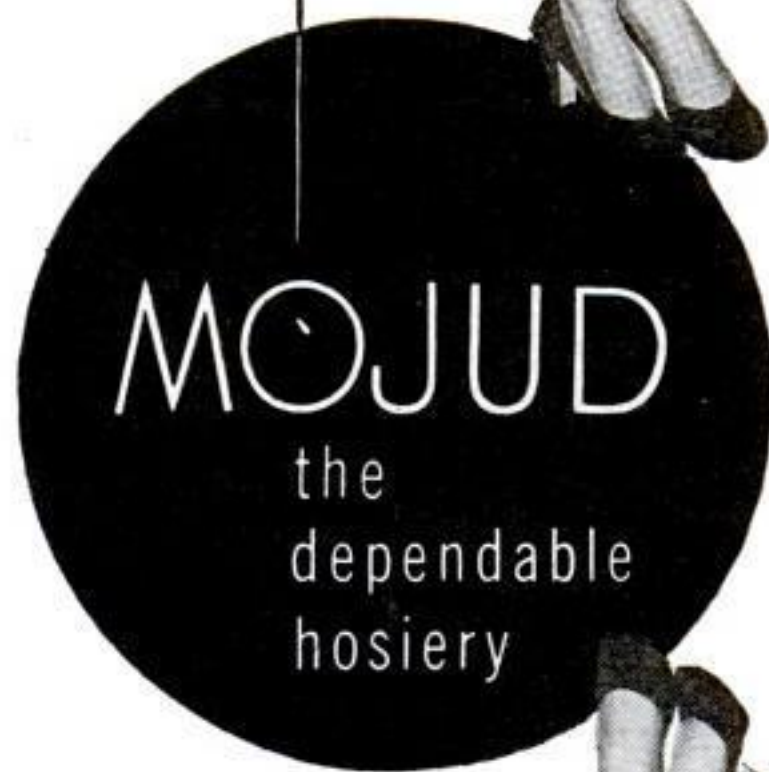
GARTER FIXER draws admiring glances from male customers. But this practice is discouraged because it aggravates wives.



TUMBLER JUGGLER, trying to carry too many glasses, often spills the whole load. The proper method is to use large tray.



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Colors . . . to make
the most of the
longer hemlines which
mean less leg but
more leg interest!

At better stores
everywhere



MOJUDS
are made of
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LOOSE HAIR DO falling over shoulders may straggle into plates carried on a tray at ear level. This waitress should put her hair up or keep it bound in a net.



STACKED COFFEE CUPS are bad for two reasons: saucer bottoms dirty cup rims beneath; a nervous waitress is almost sure to slop out a lot of coffee.



LICKING A KNIFE after it has been used to cut a piece of pie is an easy way of determining the pie's flavor but is hardly appealing to the customer.

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Write Dept. L-26

NATIONAL CARBON COMPANY, INC.
30 East 42nd Street, New York 17, N. Y.

FAMOUS FOR A QUARTER CENTURY

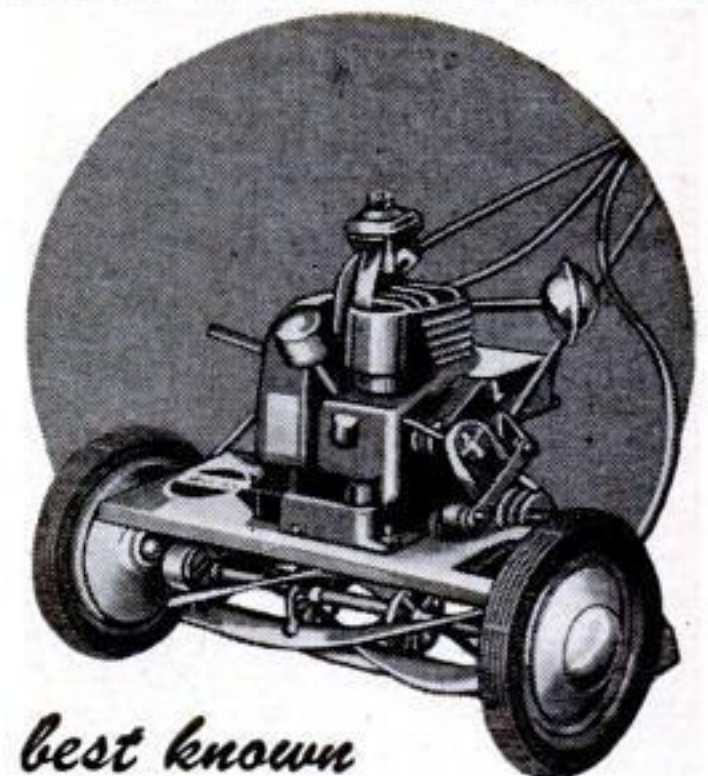


Goldentone
PRECISION MADE
PHONOGRAPH NEEDLES

Shadowgraphed and perfectly polished
for beautiful reproduction of cherished
records . . . with minimum record wear.

GUARDIAN OF YOUR RECORDS

Putnam Needle Company, Springdale, Conn.



best known

name in power-lawn-mowers

"MOTO-MOWER?"
Why push a hand mower when you can drive a "Moto-Mower" . . . builders of quality power mowers for twenty-nine years . . . write for literature and the name of the nearest dealer . . . a MOTO-MOWER is worth insisting upon . . .

The . . . sizes 19" to 71".
MOTO-MOWER
DETROIT 1, MICHIGAN
since 1919 **Company**

CONTINUED ON PAGE 153

*America's
Largest Selling Ale*



WHAT'LL YOU HAVE-- SHOUTING OR SHAVING?

Why listen to loud claims only? Here's a chance to see for yourself—to try a Schick Electric Shaver for 10 days. If you're not 100% happy with the way it shaves—you get your money re-funded in full!

Yes, we could make a lot of noise about whiskers, just like others do.

We could *shout* about our 18 years of shaving study. We could make the *biggest* claims you ever read about the Schick Super—as the finest shaving instrument of any kind.

But you'd have a right to say, "So what? How will it work on *my* face?"

That's why we're letting others shout.

Instead—we say this:

Buy a Schick Super. Spend 10 days finding out what it does on *your* face.

Watch those fast-working heads. Watch 'em whiz through whiskers at a 16,000-motions-per-minute pace.

See how they fit your face as though made for it. How your face always comes up smiling—and

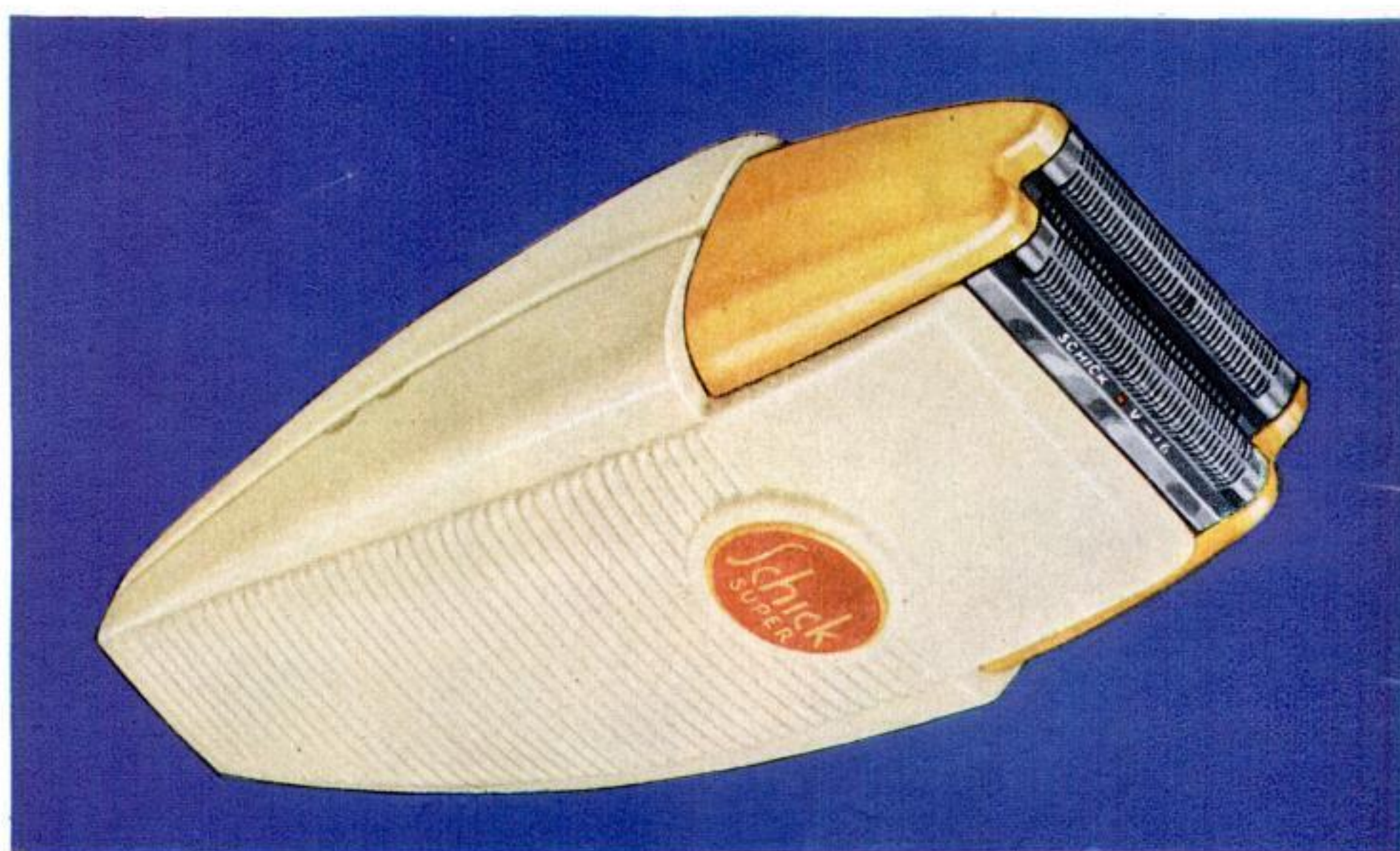
smartless. How fresh it is—*how free it is from cuts or scrapes.*

Test Schick in action for those 10 days. And then—

If you're not convinced that here's the shaving for you—if you don't feel that Schick is for you forever—return it and get every penny back!

Fair? Square? Then go to your nearest Schick dealer. Start that 10-day trial buy *now.*

SCHICK INCORPORATED, STAMFORD CONN.



10-DAY TRIAL BUY—Here's the Schick Super we're talking about. Tidy, neat, compact, with two close-cropping, non-nicking, fast-working heads that give you double shaving action on every stroke. Complete in handsome traveling case, ready to plug into any socket, AC or DC, at \$18.00*. Buy one—try it for 10 days—and if it's not the finest way to shave you ever found, *return it and get your money back in full.* Or—trial-buy the famous Schick Colonel for only \$15.00*.

*Slightly higher in Canada.

FOR COMPLETE CONVENIENCE—THE SCHICK SHAVEREST

Handy automatic wall-holder, handsome in any bathroom. Fits any Schick ever built (Colonel shown here). Holds it safe, finger-tip handy next to mirror. Stops current automatically. Zips **\$7.95*** up the cord.

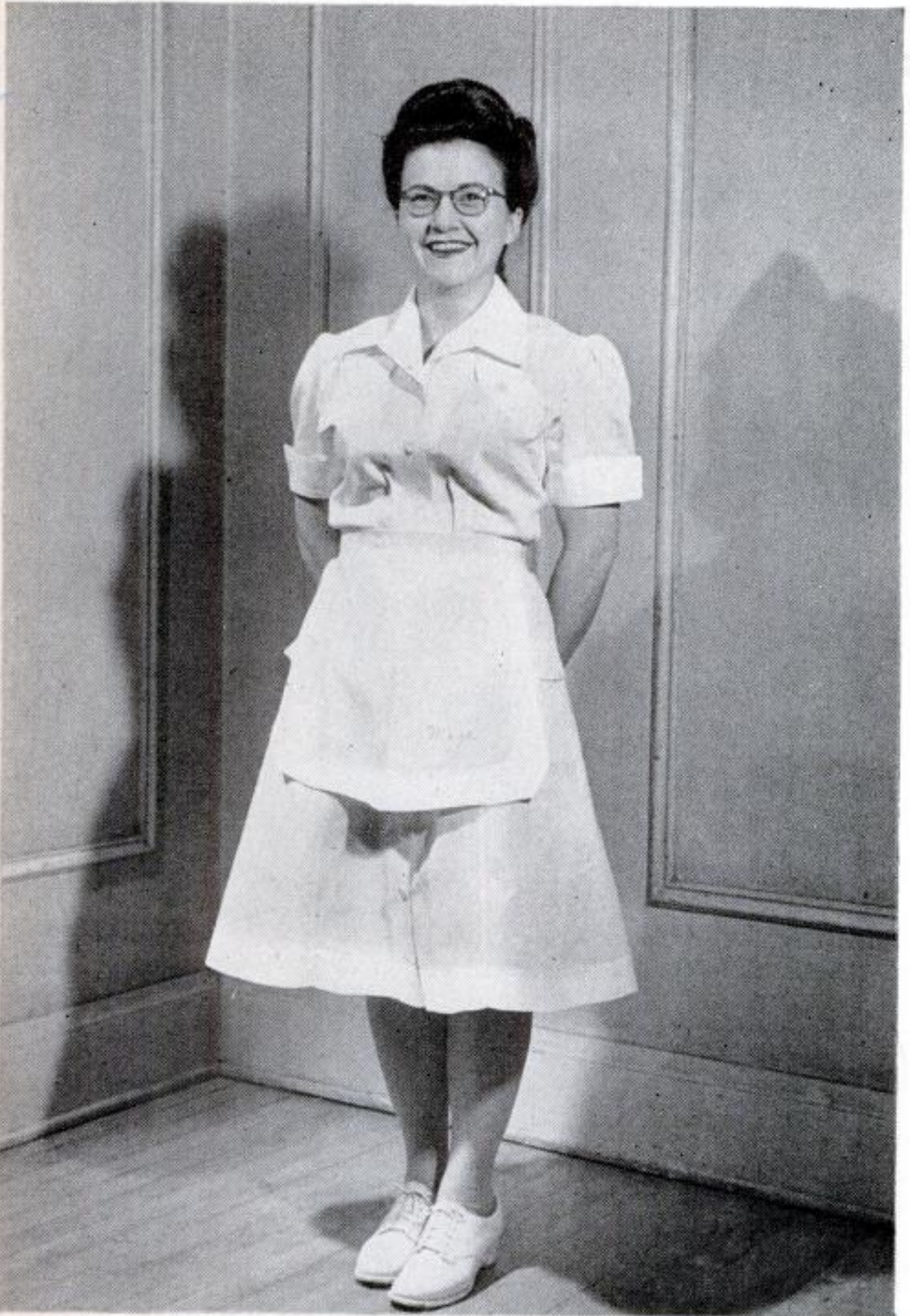


Shaverest—
Trademark Schick Inc.

SCHICK *Electric* **SHAVES**
and **SHAVEREST**



BEFORE taking the course Waitress Marguerite Fisher displays an unappealing appearance with her rumpled stockings, untidy dress and heavy smirk.



AFTER the course Miss Fisher is all set to attract some new customers as she sports a starched uniform, neat stockings, modest make-up and a warm smile.

CONTINUED ON NEXT PAGE

BEWARE OF BLEEDING GUMS!

A 'sneak Thief' of your beauty—



4 OUT OF 5 can have GINGIVITIS and not even suspect it

If your gums bleed *even a tiny bit* when you brush your teeth—watch out. Bleeding gums are one of the slyest enemies of sound, beautiful teeth.

So don't use a product to merely *clean* teeth. Instead, see your dentist and start AT ONCE—use 'double-purpose' Forhan's for gum massage and cleaning teeth, too. This Forhan way is *famous* to curb bleeding gums and help gums be firmer with an alluring rosy pinkness—you'll be delighted the way Forhan's cleans teeth that look dingy and yellow to a radiant sparkling cleanness. Be *proud* to show your teeth and gums.

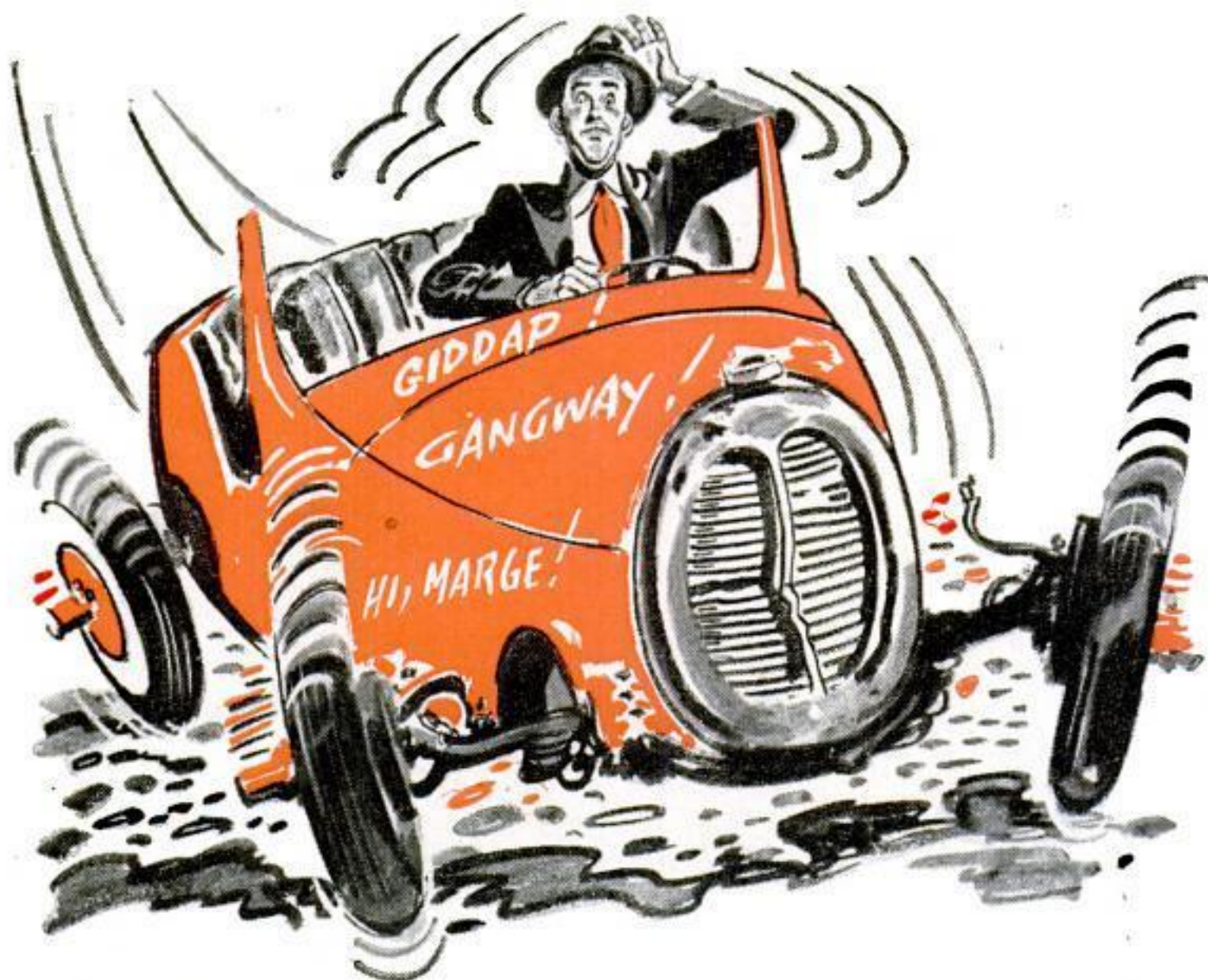
No other dentifrice contains the Forhan formula. No other paste, powder or liquid has it. Yet Forhan's costs no more.

Beautiful Teeth Need Firm Gums

If you want to keep your teeth beautiful and healthy—never neglect bleeding gums. This is often the first sign of Gingivitis—a common gum inflammation, which neglected often leads to dreaded Pyorrhea. Only your dentist can help Pyorrhea. See him. Then at home start using 'double-purpose' Forhan's today!

Use 'double-purpose'
Forhan's
FOR CLEANER TEETH AND GUM MASSAGE





If your car feels like *this*... it's time for
MARFAK Chassis Lubrication



THAT CUSHIONY FEELING LASTS LONGER WITH **MARFAK!**

When you get a lubrication job, get a *good* one. Ordinary grease peters out after a couple of hundred miles. But *Marfak* Chassis Lubrication lasts 1,000 miles and more. *Marfak* takes road shocks with ease, clings to wear points and bearings. And notice that long-lasting "cushiony" riding ease! That's *proof* that *Marfak* is on the job. Applied by chart, never by chance. Ask your nearby Texaco Dealer, the best friend your car ever had, for *Marfak* Lubrication.



THE TEXAS COMPANY
 TEXACO DEALERS IN ALL 48 STATES

Tune In: TEXACO STAR THEATER presents the TONY MARTIN show featuring Alan Young every Wednesday night. METROPOLITAN OPERA broadcasts every Saturday afternoon. See newspaper for time and station.

Waitress School CONTINUED

DINERS HAVE SOME FAULTS TOO



FALSE-TEETH WEARERS who wind up a meal by dunking dentures into a glass of water often cause good waitresses to look for another kind of work.



WOULD-BE LOTHARIOS sometimes try to get familiar with a server's leg. In such case she should remove his hand firmly, place it on table leg (*above*).

1946



in Pelota, men are old at twenty-five

1 "In a French village near Biarritz, I watched a championship pelota game," writes an American friend of Canadian Club. "It looked as easy as American handball to me. So when the match was over, I asked the referee if I might try a game. Although I'm only 30, he said I was too old... that men learn to play pelota when they're boys. I was skeptical; so he smiled and said, 'If M'sieu doesn't believe me, try it...!'"

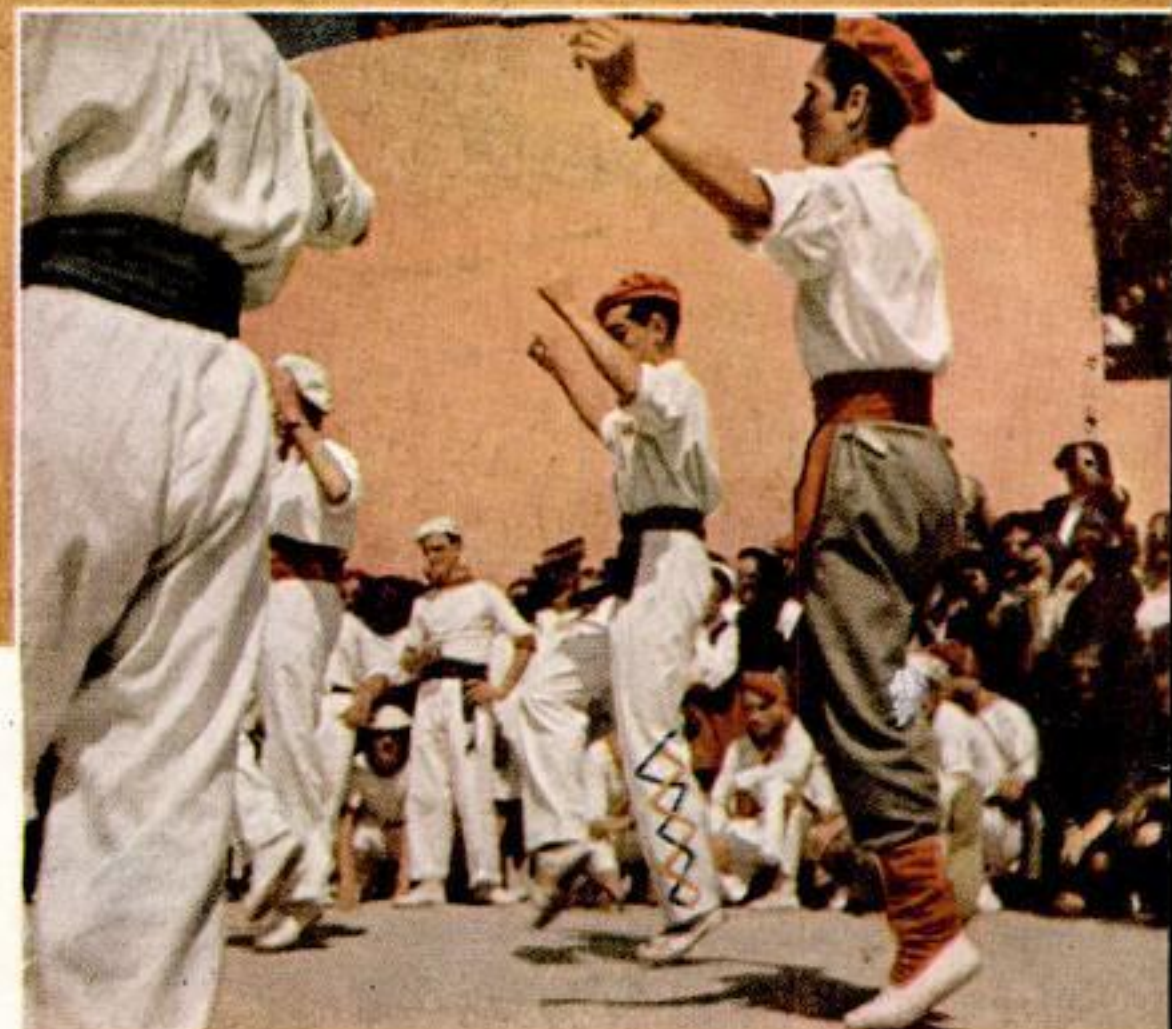
DEFENSE & JOUER
A LA PELOTE avec le FOULIER



2 "I tried on the chistera, a curved basket attached to a glove. The ball is caught in this unwieldy contraption and flung back to the *fronton*, or wall. Players must cover a court two-thirds the length of a football field. Mighty strenuous for a beginner!"



3 "I played with two local champions, the Unhassobiscay brothers. They warned me that a chistera can make hands swell painfully, that broken wrists are not uncommon, and that the hard ball can fracture a man's skull. In half an hour, I decided that I was too old for pelota!"



4 "Basque dances after pelota games 'reunite the winners and the losers.' Based on ancient folklore, they resemble a wild fandango. It's amazing that these Basques have the strength left for such a dance after an exhausting game like pelota."



5 "At the colorful Hotel Capagorry nearby, the pelota champions proudly offered me their special treat... Canadian Club. 'When it comes to whisky,' they said, 'this is the champion. Do you know Canadian Club?' I told them we Americans may not know pelota, but we certainly know Canadian Club! Finding my favorite whisky in that out-of-the-way spot, though, *did* make it a special treat."

6 "Canadian Club is famous wherever we go," write travelers who are constantly surprised to find it in even remote parts of the globe. Why this worldwide popularity? Canadian Club is *light* as scotch, *rich* as rye, *satisfying* as bourbon. You can stay with it all evening long—in cocktails before dinner and tall ones after. That's what made Canadian Club the largest-selling imported whisky in the United States.



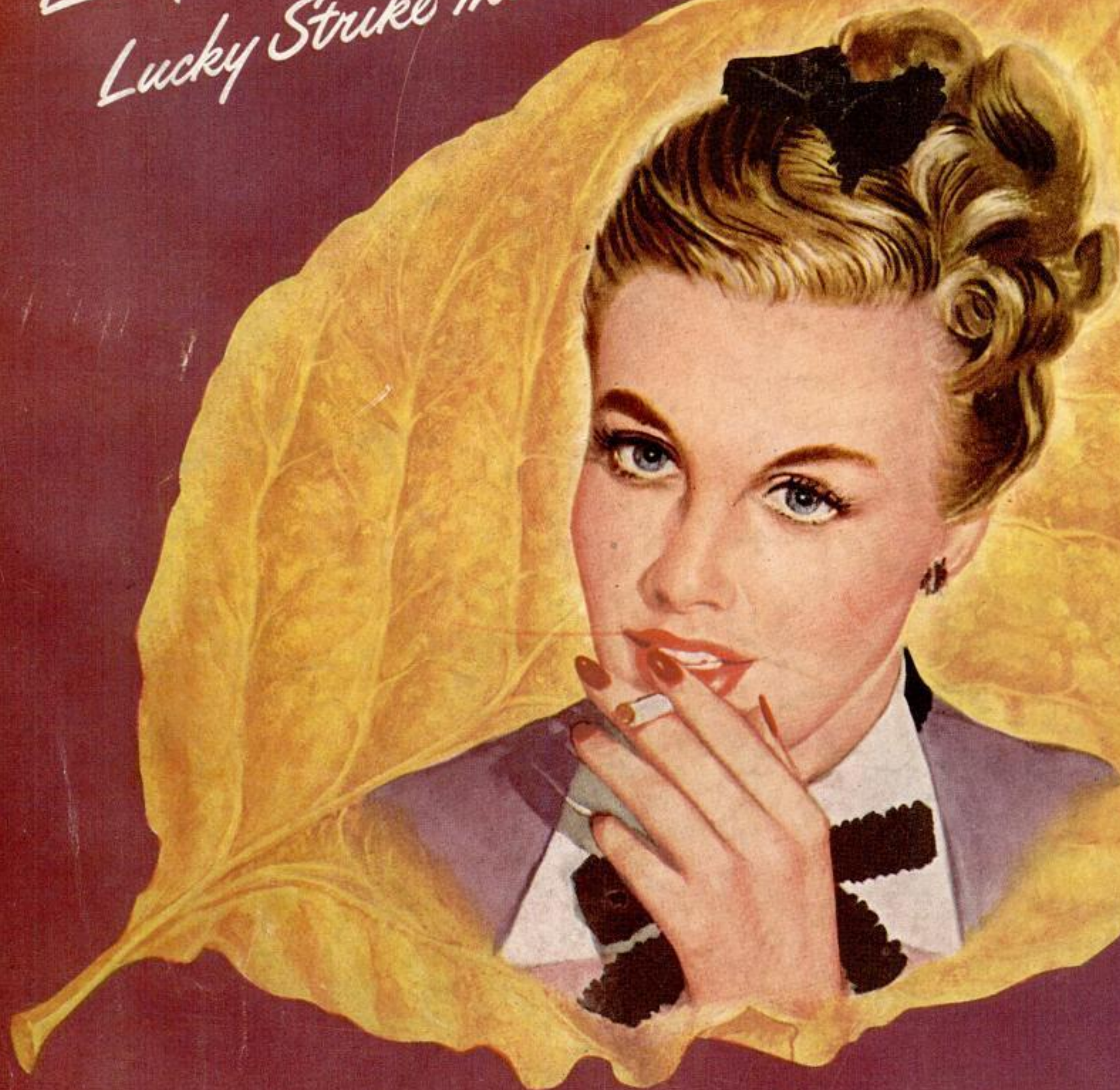
IN 87 LANDS NO OTHER WHISKY TASTES LIKE

"Canadian Club"

MADE IN CANADA
BY
HIRAM WALKER

Imported from Walkerville, Canada, by Hiram Walker & Sons Inc., Peoria, Ill. Blended Canadian Whisky. 90.4 proof.

*L.S./M.F.T.
Lucky Strike means Fine Tobacco*



Lucky Strike presents The Man Who Knows —
The Tobacco Buyer

"SEASON AFTER SEASON, at auction after auction, I've seen the makers of Lucky Strike buy ripe, fine-tasting leaf... that fine quality tobacco that makes a top-quality smoke."

Brice R. Leech

Brice R. Leech, independent tobacco buyer of Glasgow, Ky., has been a Lucky Strike smoker for 16 years



LUCKY STRIKE MEANS FINE TOBACCO

So round, so firm, so fully packed — so free and easy on the draw